

The Complete Guide To Accelerating Sales Force Performance

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The Complete Guide to Accelerating Sales Force Performance develops an effective, innovative framework for evaluating and improving the performance of any sales force. This book identifies and describes the key factors for creating a fast-track, go-to-market strategy.

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"Every firm's sales force combines the distinctive personalities of its members with the complex issues of size, pay structure, incentives, performance evaluation, and effective uses of new technology. And while underrepresented in most marketing texts, the success of the sales force is a major component in the overall success of most companies. "The Complete Guide to Accelerating Sales Force Performance" develops an effective, innovative framework for evaluating and improving the performance of any sales force. This book identifies and describes the key factors for creating a fast-track, go-to-market strategy. It's loaded with proven ideas for improving such ""success drivers"" as: culture * sales force structure * hiring * sales manager selection * training * compensation * technology * sales territory design * goal setting * performance management. Packed with valuable insights and real-life examples, this guide is an excellent source of practical ideas for sales and marketing managers in all industries."

Designing an incentive plan to turn sales reps into sales superstars! If you're like most sales leaders, your incentive program is a constant challenge, as you try to jumpstart sales, energize a geographically dispersed and autonomous workforce, and motivate salespeople to achieve ambitious revenue goals. And sometimes it seems like you just don't know what works; your products and markets are changing, the incentive program that was so successful last year no longer produces the desired results, or perhaps the generous incentive program you created has yielded a corps of highly paid salespeople who spend most of their time on existing clients and minimal time generating new business -- and threaten to walk away with your customer base if you scale back paychecks! Incentive programs are seductively powerful but complicated instruments. Without careful planning and implementation, they can be too stingy to motivate, too complex to understand, too quick to reward mediocre results, and too difficult to implement. But a well-designed and implemented incentive program is an essential tool for building a motivated, highly effective sales force that delivers the results you need. The Complete Guide to Sales Force Incentive Compensation is a practical, accessible, detailed roadmap to building a compensation system that gets it right by creating motivating incentives that produce positive outcomes. Packed with hundreds of real-life examples of what works and what doesn't, this important guide helps you: ??Understand the value of building an incentive plan that is aligned with your company's goals and culture. ??Avoid the common trap of overusing incentives to solve too many sales management problems. ??Measure the effectiveness of your current incentive program, employing easy-to-use tools and metrics for pinpointing its weak spots. ?? Design a compensation plan that attracts and retains successful salespeople, including guidelines for determining the correct pay level, the best salary incentive mix, the proper performance measures, and the right performance payout relationship. ??Select an incentive compensation plan that works for your organization -- then test the plan before it is launched. ??Set territory-level goals that are fair and realistic, and avoid overpaying the sales force because goals are too easy, or demoralizing salespeople by having goals that are too difficult or not fairly assigned. ??Create and manage sales contests, SPIFFs (Special Performance Incentive for Field Force), and recognition programs that consistently deliver the intended results. ??Manage a successful transition to a new compensation plan and build efficient administration systems to support your plan. Every year, corporations spend \$200 billion compensating their sales forces, with extremely mixed results. Make sure every dollar you spend is helping to achieve your goal of creating an empowered, effective sales force that drives your company's success. Packed with ready-to-use formulas and assessment tools and a wealth of insights from frontline sales managers and executives, The Complete Guide to Sales Force Incentive Compensation is your hands-on, easy-to-read playbook for crucially important decisions.

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A riddle: Five frogs are sitting on a log. Four decide to jump off. How many are left? Answer: Five Why? Because there's a difference between deciding and doing. Written by Mark L. Feldman and Michael F. Spratt of PricewaterhouseCoopers, Five Frogs on a Log offers readers an entertaining and no-nonsense field guide to the mergers and acquisitions jungle, packed with insight and instruction for executing corporate change and capturing shareholder value. Whether you're buying another company or acquiring a new vision of the future, this book proffers an unconventional perspective and a practical, readily accessible set of solutions to the single greatest challenge facing today's managers: executing rapid transitions ion mergers, acquisitions and gut wrenching change. Designed for corporate managers and CEOs caught up in the whirlwind of change, every chapter provides accessible ideas and wisdom for navigating the most demanding business transitions. The authors offer a unique hands-on perspective based on their work with top Fortune 500 firms. As they state: "Increasingly, the companies that win are those that learn faster, act quicker and adapt sooner. They will compress time by making and executing early, informed decisions about economic value creation, ruthless prioritization and focused resource allocation. They will use these decisions to take early firm stands on management deployment, organization structure and culture. Their actions will increasingly be linked to long-term, sustained economic value creation." The advice and expertise offered in this book can be used to solve a range of operational problems from speeding up new product development to merging two businesses; from changing company culture to repositioning a business in a while new marketplace. Whatever the challenges and opportunities facing you, your company, your industry, Five Frogs on a Log will move you from deciding to doing.

Entertainment spending is soaring worldwide, driven by new technologies, new platforms, new business models, and unrelenting demand amongst seven billion consumers. That means entertainment marketing opportunities are soaring, too. But this business is more complex and competitive than ever—and it's changing at breakneck speed. Now, two leading practitioners show how to transform content into profits today and tomorrow...in The Definitive Guide to Entertainment Marketing . *i* Marketing Metrics: The Definitive Guide to Measuring Marketing Performance, Second Edition , is the definitive guide to today's most valuable marketing metrics. In this thoroughly updated and significantly expanded book, four leading marketing researchers show exactly how to choose the right metrics for every challenge and expand their treatment of social marketing, web metrics, and brand equity. They also give readers new systems for organizing marketing metrics into models and dashboards that translate numbers into management insight.

Breakthrough marketing: revitalize brands, optimize investments, link marketing to performance, even apply winning marketing strategies in the public sector Three full books of proven marketing strategy principles and actionable solutions! Discover how to revitalize any brand, and drive it to unprecedented success... apply the right metrics to all your marketing investments, get accurate answers, and use them to systematically improve ROI... tightly link marketing with business performance... bring powerful marketing strategies to the public sector... and much more! From world-renowned leaders and experts, including Philip Kotler, Nancy R. Lee, Paul W. Farris, Neil T. Bendle, Phillip E. Pfeifer, David J. Reibstein, Larry Light, and Joan Kiddon

Tired of writing alone? Eager to discover what it takes to coordinate a successful collaboration? Want to hear from the biggest collaborators around today? 'Collaboration for Authors' is a comprehensive guide to every aspect of collaborating for writers, from understanding your own motivations and goals, to approaching your collaborator, all the way through to planning, publishing, marketing and everything in between. Featuring views and case studies of some of the biggest names in collaboration—including Michael Anderle, Craig Martelle, Nick Cole, J. Thorn & Zach Bohannon, to name a few—Collaboration for Authors is your one-stop shop to starting and succeeding in collaborative writing In Collaboration for Authors, you'll learn: - The truth behind the biggest collaboration myths - Who collaboration is and isn't for - The types of collaboration you can get involved in - How to find and approach your dream collaborator - Securing the 'yes' - Laying the foundations of a perfect collaboration - The industry tools, tricks, and programs collaborators use today Always wanted to collaborate but you've never been sure where to start? Look no further. Collaboration for Authors is for you.

Sales force effectiveness drives every company's success, but keeping a sales organization at the top of its game is a constant challenge. As experts in the field, Andy Zoltners and Prabha Sinha have helped sales leaders around the world perfect their sales strategy, operations, and execution. Combining strategic insight with pragmatic advice, Building a Winning Sales Force provides current and aspiring sales leaders with innovative yet practical solutions to many of the most common issues faced by today's sales organizations. The book shows readers how to: assess how good their sales force really is identify sales force improvement opportunities implement tools and processes that have immediate impact on sales effectiveness attract and retain the best salespeople design incentive compensation plans set goals manage sales performance motivate the sales force With practical advice and case studies of companies that have conquered even the most challenging obstacles, Building a Winning Sales Force will enable every company to drive sales and stay competitive."

Now updated with new techniques and even more practical insights, this is the definitive guide to today's most valuable marketing metrics. Four leading marketing researchers help you choose the right metrics for every challenge, and use models and dashboards to translate numbers into real management insight. Marketing Metrics: The Manager's Guide to Measuring Marketing Performance, Third Edition now contains: Important new coverage of intangible assets A rigorous and practical discussion of quantifying the value of information More detail on measuring brand equity A complete separate chapter on web, SEM, mobile, and "digital" metrics Practical linkages to Excel, showing how to use functions and Excel Solver to analyze marketing metrics An up-to-date survey of free metrics available from Google and elsewhere Expanded coverage of methodologies for quantifying marketing ROI The authors show how to use marketing dashboards to view market dynamics from multiple perspectives, maximize accuracy, and "triangulate" to optimal solutions. You'll discover high-value metrics for virtually every facet of marketing: promotional strategy, advertising, and distribution; customer perceptions; market share; competitors' power; margins and pricing; products and portfolios; customer profitability; sales forces, channels, and more. For every metric, the authors present real-world pros, cons, and tradeoffs — and help you understand what the numbers really mean. Last but not least, they show you how to build comprehensive models to support planning — and optimize every marketing decision you make. Marketing Metrics, Third Edition will be invaluable to all marketing executives, practitioners, analysts, consultants, and advanced students interested in quantifying marketing performance.

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