



A PRACTICAL GUIDE TO PROBLEM SOLVING

For the B2B Sales & Marketing Executive



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LEADERSHIP CHALLENGES



OVERCOMING A BUSINESS PLAN THAT IS UNDEFINED, IGNORED OR CONSTANTLY CHANGING.

Be an active participant in the development of a "global" strategic plan for your organization that clearly aligns with its future growth and goals. Once established, use it as a company-wide roadmap to direct all sales and marketing activities. Stay the course but be prepared to make adjustments based on solid opportunities or changing market conditions.



ORGANIZING OBJECTIVES THAT ARE OFTEN REACTIVE AND UNTETHERED TO THE CORE BUSINESS PLAN.

What's the Cliché? "In order to change a plan, you have to have one." Companies are always making adjustments to their plans. Play your part in ensuring that smart, successful ones are being made with a clear reason and purpose in mind. Be involved in your company's effort to avoid making changes that are dominated by opinion and emotion. Plan for change. Stay focused. Keep an eye on the numbers.



CORRECTING SPORADIC BUDGET SPENDING THAT'S DONE ON AN AD HOC OR AS-NEEDED BASIS.

Play an active role in the process of developing a realistic budget. At the same time, develop your tactical plan for its application. This will enable sales and marketing programs to operate more efficiently and successfully. Taking a long view that balances out spending backed, by a "rainy day" fund, can be a smart way to handle those inevitable surprises – the good, and the not so good.



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SALES CHALLENGES



REORGANIZING A SALES TEAM THAT IS CONSIDERED ROGUE AND TENDS TO DO THEIR OWN THING.

Successfully growing sales is a team effort that also requires individual motivation and initiative. So, it's important to communicate that you recognize and appreciate everyone's hard work. Provide the team with an overall "game plan" to maximize their time and effort but leave a bit of room for each to utilize their talents. After all, isn't that how you got here?



REFORMING SALES OUTCOMES THAT ARE UN-TRACKED WHILE THE PERFORMANCE OF THE SALES TEAM OR AN INDIVIDUAL IS EVALUATED ON GUT FEEL RATHER THAN ACTUAL DATA.

The three most important words: numbers, numbers, numbers. Use them to focus on the best opportunities and drive positive outcomes. Prioritize sales goals and streamline your processes to match. Validate the quality of your sales data and do everything you can to ensure the data your sales team uses is scrubbed and ready to go. Then, keep track of their numbers.



ELIMINATING ACCOUNT ASSIGNMENTS THAT ARE HAPHAZARD AND RANDOMLY ADAPTED TO SPECIFIC SCENARIOS THAT DON'T ALIGN WITH LONG-TERM GROWTH.

As with overcoming leadership challenges, it takes strategic planning that enables assignments based on compatibility. Next, evaluate your overall client roster and match your company representatives' skills and expertise to each one's unique needs and requirements. Finally, help your account representatives understand their value to your organization and the vital role they play in ensuring everyone's success.



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MARKETING CHALLENGES



DETERMINING THE POTENTIAL OF NEW MARKET OPPORTUNITIES THAT ARE SUBJECTIVELY ADDRESSED WITH LITTLE OR NO ANALYSIS TO SUPPORT THEIR VALIDITY.

Proactive planning that's prepared to take advantage of opportunities is an important part of any comprehensive marketing strategy. An important part of evaluating whether an opportunity is worth pursuing is applying an objective evaluation process that considers alignment with company growth goals, time and cost of developing the necessary programs and long-term profitability.



ELIMINATING MARKETING PROGRAMS REACTIVELY DEVELOPED ON AN AS-NEEDED BASIS THAT GENERATE HIGHER COSTS AND MINIMAL RESULTS.

Developing a marketing program that aligns with your company's annual growth objectives should be the first step. Identifying key audiences to target with those programs and their "buyer's journey" is also critical. Once these have been established, developing an integrated plan with initiatives and appropriate budgets becomes much easier and more cost efficient to develop and deploy.



ERADICATING MARKETING INITIATIVES THAT LACK BRAND CONTINUITY AND ARE UNABLE TO WORK IN A WAY THAT ACHIEVES THE DESIRED RESULTS.

We all can agree that there's no more important marketing tool than a highly distinctive, well-defined brand. To be most effective, it should be understood by your entire organization and most importantly, your marketing team. Clearly and consistently showcasing it in your internal and external communications will allow your marketing programs to achieve optimum influence and engagement.



Where B2B Brands Go To Grow.

ARE YOU READY TO ...
GROW?

📞 908-534-9044

✉️ edelia@delianet.com

🌐 www.delianet.com