



A JUGGLER'S GUIDE

For the B2B Sales & Marketing Executive

Successfully juggling Leadership, Sales and Marketing responsibilities is an absolute must. Managing corporate leadership, responsibility and functional authority is key, but these must also be balanced against sales and marketing principles and priorities. When you skillfully juggle these core responsibilities, you can achieve your goals and objectives.

Key LEADERSHIP Functions

1. Develop long-term business plans with department managers and corporate staff
2. Establish and implement short- and long-range goals, objectives, policies and procedures
3. Recruit, train, supervise and evaluate staff

Key SALES Functions

1. Develop and coordinate sales selling cycle and methodology
2. Analyze and evaluate effectiveness of sales methods and results
3. Directly manage major client accounts while coordinating activities of all other accounts

Key MARKETING Functions

1. Direct plans that generate leads for existing and new customer growth
2. Plan and oversee external communications and industry outreach
3. Manage development and deployment of all marketing programs and campaigns, including exhibits, advertising and social media

Overcoming LEADERSHIP Challenges

1. An undefined business plan that is ignored or constantly changes
2. Objectives that are often reactive and untethered to the core business plan
3. Budgets that are sporadic and spending on an ad hoc basis

Overcoming SALES Challenges

1. A sales team that is considered rogue and tends to do their own thing
2. Sales outcomes that are untracked while the performance of the sales team or individual is evaluated on "gut feel" rather than actual data
3. Account assignments that are randomly adapted to specific scenarios that don't align with long-term growth

Overcoming MARKETING Challenges

1. New market opportunities that are subjectively addressed with little or no analysis to support their validity
2. Marketing programs that are developed reactively on an as-needed basis, generating higher costs and minimal results
3. Marketing initiatives that lack brand continuity and are unable to work in an integrated fashion to achieve the desired results

Achieving Excellence in LEADERSHIP

1. Long-term business plans are understood and agreed to by all
2. Short- and long-term objectives align with the business plan, are doable and understood
3. Formal methods for recruiting, training and conducting regular reviews and feedback sessions are in place

Achieving Excellence in SALES

1. The entire sales team understands and follows a common sales cycle and methodology
2. Sales methodologies and outcomes are measured and tracked consistently
3. A specific strategy is in place for successful oversight of all key accounts and developing accounts, with a method of monitoring for all other customer accounts

Achieving Excellence in MARKETING

1. A system of lead generation targeting both existing and new client relationships is established and monitored
2. An established annual marketing plan and budget is in place that encompasses all external marketing activities
3. All external marketing initiatives are aligned and deployed in a way that best represents and differentiates the corporate brand

HOW GOOD A JUGGLER ARE YOU?