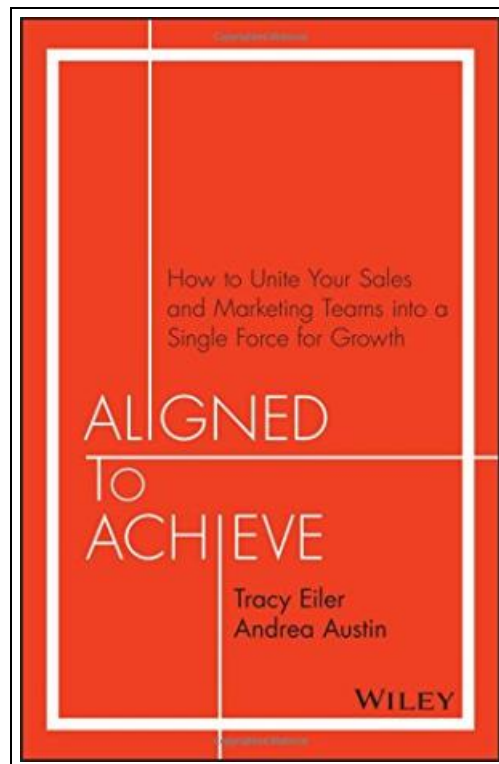


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Reviews



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ALIGNED TO ACHIEVE: HOW TO UNITE YOUR SALES AND MARKETING TEAMS INTO A SINGLE FORCE FOR GROWTH (HARDBACK)



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John Wiley Sons Inc, United States, 2016. Hardback. Condition: New. Language: English . Brand New Book. A smart, practical guide to rocket-powered business growth Aligned to Achieve puts sales and marketing on the same page, creating a revenue dream team that will drive your organization to new heights. Smart, practical explanations, case studies, and tips guide you toward action over theory, and dozens of examples illustrate the tangible effects of these changes in action at business-to-business companies. Written by sales and marketing executives who have made alignment work, this book is directed toward practitioners and leaders seeking to crack the code of sales and marketing alignment. Contributions by industry thought leaders and B2B executives provide fresh perspective and nuanced direction, while thoughtful, strategic, and well-supported guidance throughout helps you remove the obstacles standing in the way of your organization's financial and strategic goals. Misalignment between sales and marketing is an age-old problem frequently lamented, but seldom addressed. As this schism grows amidst the evolving marketplace, its effects on top and bottom line performance are being felt more than ever before. This book shows you how to bring sales and marketing together effectively once and for all, leveraging their strengths to build an unstoppable force for growth. * Understand the cost of misalignment and the driving forces behind it * Learn strategies for improving your culture, process, leadership, and technology to initiate and support alignment * Identify the best places to modify your sales and marketing programs to kickstart collaboration and cooperation between your teams * Discover how other companies are uniting their sales and marketing teams into a single force for growth * Walk away with practical advice on how to apply recommendation in the real world Misalignment is frustrating for everyone in sales, marketing, and leadership. It s...

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