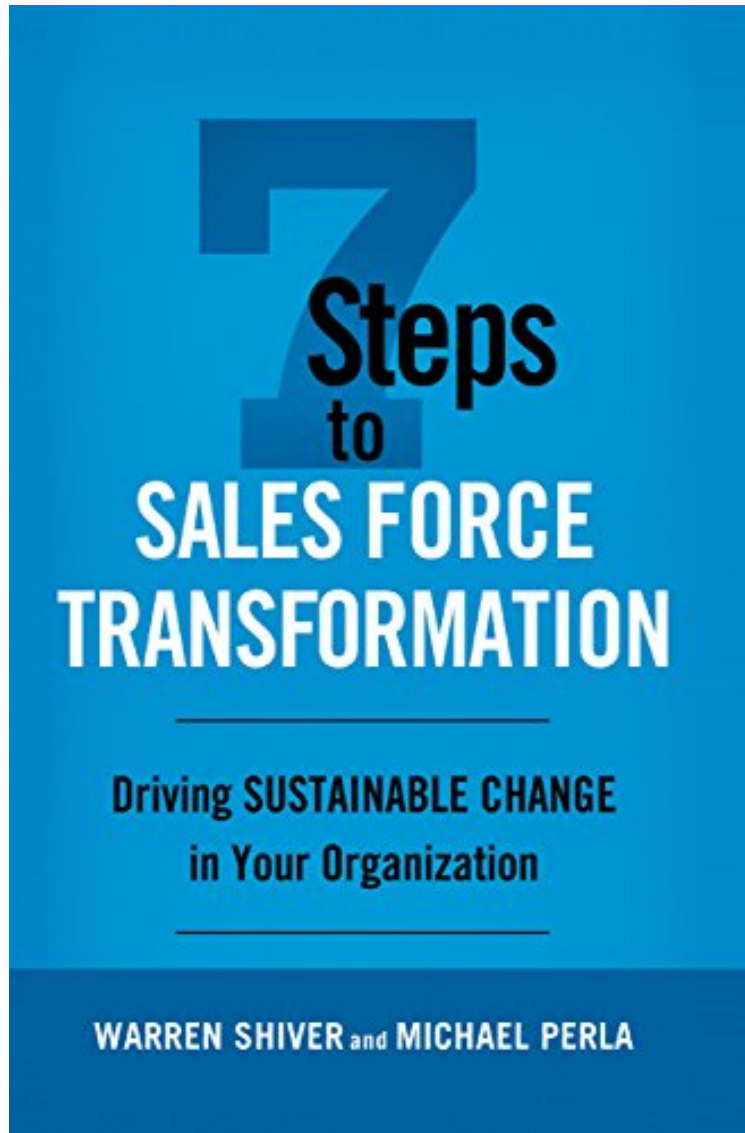


(Download pdf) 7 Steps to Sales Force Transformation: Driving Sustainable Change in Your Organization

## 7 Steps to Sales Force Transformation: Driving Sustainable Change in Your Organization

Warren Shiver, Michael Perla

ePub | \*DOC | audiobook | ebooks | Download PDF



 Download

 Read Online

#988678 in eBooks 2016-04-29 2016-04-29 File Name: B01FYBC4NU | File size: 65.Mb

Warren Shiver, Michael Perla : **7 Steps to Sales Force Transformation: Driving Sustainable Change in Your Organization** before purchasing it in order to gauge whether or not it would be worth my time, and all praised 7 Steps to Sales Force Transformation: Driving Sustainable Change in Your Organization:

1 of 1 people found the following review helpful. A Roadmap to Sales Force Transformation By Chris Harrington Change transformation are two of the hottest topics in business. Conveniently, there are plenty of books to follow! What few will even touch on are the true barriers to transformation; individuals resistant to change, technology

hurdles, internal/external politics). But Perla and Shiver touch on these and other critical items that lie 'behind the curtain'. Of particular interest is chapter 7 (focused on key barriers and considerations for implementation) which touches on rolling out the transformation to front line managers first. Chapter 8 (extending transformation to business partners, suppliers, and customers) focuses on key stakeholders that often get overlooked but should be brought along. Written concisely and in simple terms, this lays out an ideal roadmap with examples and case studies to support. 1 of 1 people found the following review helpful. Five Stars By Douglas Ferreira A "must read" for anyone thinking about making wholesale changes to their sales strategy. 7 of 7 people found the following review helpful. Transform Your Sales Organization By John Chancellor If you are in business, you are selling some product or service. And if you have been in business for a long time, there is a good chance that your approach to sales has evolved over time by making incremental changes to the process. Warren Shiver and Michael Perla, authors of 7 Steps to Sales Force Transformation, argue that incremental changes will at best produce incremental improvements. If you realize that you need substantial improvements in your sales results, you will need to make transformational changes in the process. The authors lay out a 7 step approach to creating transformational changes in the sales organization. The seven steps are: 1) identify and understand the levers for transformation 2) Build the foundation and vision for the future 3) Get buy in from internal stakeholders ndash; yoursquo;ve got to sell the transformation internally first 4) Map the gap ndash; know where you are and where you want to go and map what it takes to get there 5) Implement your plan 6) Understand that success/transformation does not happen without resistance ndash; identify the key barriers, keep it simple, measure your progress and 7) make the transformation sustainable. Unless the transformation is sustainable, it will be an exercise in futility. The authors present their case based around a case study of a sales transformation they performed for a Central Garden Pet. In addition to the information they share about Central Garden, they also share information from numerous interviews they conducted while doing researching for this book. There are plenty of real life examples that support their 7 step process. The book will be of primary interest to those responsible for sales in mid to larger organizations. The authors write from first-hand experience as consultants conducting sales transformations for mid to large companies. So the information is based on their own actual in the field experience as well as numerous interviews with sales leaders and CEOs. There is a lot of practical, actionable information in the book. At the end of each chapter is a short summary to the highlights of each chapter. The authors write in a clear, easy to understand style. If you are involved in improving the performance of your sales organization, from sales VP to CEO, there is a lot of good information for you. I was provided a review copy of this book.

The sales force is a company's main engine for driving revenue, one that often requires change to stay competitive and achieve desired results. To improve sales performance, many organizations seek out a 'Silver Bullet'. Transformation is not a one-time, check-the-box event, but a rigorous, ongoing process. Unfortunately, there is no one-off solution to the hard work of transformation. There is, however, a methodology derived from the authors' combined decades of work and their qualitative and quantitative research on sales force transformation. This book provides a practical approach to effect significant, measurable and sustainable transformation in your sales organization. 7 Steps to Sales Force Transformation will help readers determine if their sales organizations need a transformation and if so, how to assess their sales organization's readiness through the analysis of six 'levers' of successful sales transformations. It also guides readers through a series of tasks, analyses, and decisions that will lead to a successful transformation. In particular, the authors will show you how to clarify your sales transformation vision and sell it to upper management, detail methods on how to deploy your vision, offer advice on how to sustain transformation through leadership and communication, and outline current trends that will impact future sales transformation. This book is targeted at anyone who has control over a sales organization or who wants to transform a sales team, including sales managers, sales executives, CEOs, COOs, and others who advise or influence those stakeholders, such as associates at consulting and private equity firms. Through original quantitative research, the authors' own experiences transforming sales organizations, and the lessons learned by a host of sales professionals they interviewed, you will understand how to transform and modernize your sales force to achieve your desired sales results and provide your customers with better service and value.

ldquo;This book provides a basic road map based on best practices for sales leaders to follow as they work to transform their organization to align with how their customers buy. Readers will find a step-by-step guide to a sales force transformation, how to get management and sales buy in and how to implement the transformation in your organization.rdquo; (Small Business Trends, smallbiztrends.com, April, 2016) Shiver and Perla take the oft misunderstood idea of Sales Transformation and give the reader a practical set of guidelines to consider. It provides a common sense road map based on best practices for Sales Leaders to follow in their continuous effort to transform the organization to align with how their customers buy; an essential task in today's customer-empowered world. An important read for any sales executive.' Stephen P. Young, Lecturer, Founding Director, Sales Executive RoundTable, Georgia State University' This book shines a bright light on the subject of sales transformation. The authors clearly articulate 7 proven steps for sales leaders to follow with a transformation roadmap at the core. This should help the

many companies that spend too much time analyzing and debating with little time or commitment left for execution.' Gerhard Gschwandtner , CEO, Selling Power'Having firsthand experience in multiple large-scale sales transformations, I would highlight that the risks could far outweigh any rewards if not thoughtfully considered in your strategy and planning. The Seven Steps offers a comprehensive, yet practical guide, which can help minimize risk while achieving the desired gains in such an undertaking. Kudos to Warren and Michael for delivering the guide rails for this sort of undertaking!' Jim Neve, senior vice president, global sales and marketing operations, SunGard Financial Systems'Sales transformations are daunting but achievable with focus, partnership across the organization (inside and outside sales), and a plan. Take the time to make the changes and be brave ndash; this book is a key guide on how to do this.' Lisa Redekop, Sales Enablement Specialist, Gartner'At last, a practical playbook to drive an effective, go-to market strategy to transform and sustain your business. Michael and Warren deliver insights, guidance, and the implementation steps needed to lead and sustain change in your sales organization.' Marie Sonde, former Vice President Commercial Operations, IMS Health From the Back CoverThe sales force is a company's main engine for driving revenue, one that often requires change to stay competitive and achieve desired results. To improve sales performance, many organizations seek out a 'Silver Bullet'. Transformation is not a one-time, check-the-box event, but a rigorous, ongoing process. Unfortunately, there is no one-off solution to the hard work of transformation. There is, however, a methodology derived from the authors' combined decades of work and their qualitative and quantitative research on sales force transformation. This book provides a practical approach to effect significant, measurable and sustainable transformation in your sales organization. 7 Steps to Sales Force Transformation will help readers determine if their sales organizations need a transformation and if so, how to assess their sales organization's readiness through the analysis of six 'levers' of successful sales transformations. It also guides readers through a series of tasks, analyses, and decisions that will lead to a successful transformation. In particular, the authors will show you how to clarify your sales transformation vision and sell it to upper management, detail methods on how to deploy your vision, offer advice on how to sustain transformation through leadership and communication, and outline current trends that will impact future sales transformation. This book is targeted at anyone who has control over a sales organization or who wants to transform a sales team, including sales managers, sales executives, CEOs, COOs, and others who advise or influence those stakeholders, such as associates at consulting and private equity firms. Through original quantitative research, the authors' own experiences transforming sales organizations, and the lessons learned by a host of sales professionals they interviewed, you will understand how to transform and modernize your sales force to achieve your desired sales results and provide your customers with better service and value.