

# Successful Growth Requires Broad Thinking and Strong Execution

Two trends have been emerging in business during the past decade: Firstly, a rapidly increasing number of alternative sales channels have been adopted by corporate buyers and end consumers. As a consequence, the lines between individual sales, marketing and service channels have been blurred. Secondly, as businesses have become more smart, agile and fast-paced, old-school sales strategies need to give way to a more execution-focused approach.

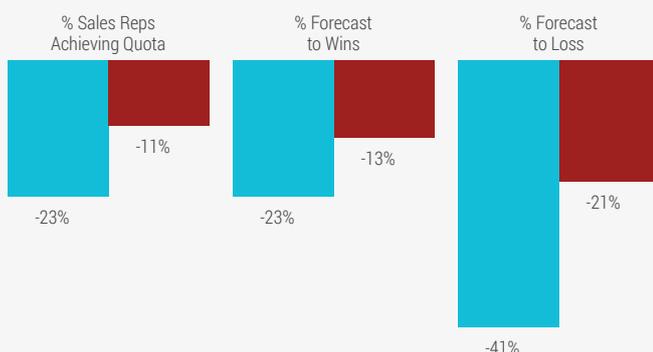
## Sales leaders manage across organizational boundaries to stay in touch with their customers

Traditional organizations divide the customer lifecycle between marketing, sales and service functions. External vendors are often engaged to conduct up-front lead generation tasks while popular CRM systems have deepened the divide between lead and opportunity management processes. Vendors are still treating customers according to where they are located in a vendor's sales cycle instead of meeting them where they are in their own buying cycle.

As a consequence, vendors are losing touch with their customers in the course of an increasingly complex selling environment. Customers surf across multiple channels to learn about vendors' offerings, shop around to see what the best options are, and finally initiate the purchase. As they cross from channel to channel and back, they do not care with whom they are speaking or what they are looking at – be it a vendor's sales executive, a service representative, a virtual chat agent, an external service provider or a self-service site. They still expect the same attention, response rates and knowledge as if they speak to the vendor's high-powered Key Account Manager.

Vendors have the most sophisticated sales and marketing strategies ever. Yet, their customers are still getting lost in translation between the different channels. Why is this? Because they do not pay sufficient attention to execution.

- We believe execution is the key to every successful go-to-market strategy
- In order to stay close to their customers and grow revenue, vendors need to measure the progress in the customer's buying cycle
- They need to actively manage the outcome of the individual customer touches – be it from Sales, Marketing, Service or any other channel
- Their go-to-market approach needs to be continuously re-adjusted as customer behavior and the marketplace change at a rapid pace



*Studies show that salespeople who use a formalized process are much more likely to achieve their quota than those who don't*

■ Low Process Formalization  
■ High Process Formalization



# NewLeaf Partners combine profound strategic insight with an execution-focused approach to help your organization grow

NewLeaf Partners have been go-to-market leaders for nearly 15 years. Our deep strategic thinking combines with our practical experience as managers, implementers, trainers and coaches to ensure that the necessary changes actually take place. NewLeaf has a proven track record in creating effective go-to-market strategies and putting them to work together with our customers. We have the right attributes, expertise, and fundamental hands-on experience to help you create positive impact and unique differentiation that gets your organization recognized.

## We will help you to:

- Build cross-channel go-to-market strategies with an eye on execution
- Define the right growth path for your business and your customers.
- Successfully execute your go-to-market strategy providing hands-on guidance and support, training, coaching, change management and interim management services and resources.



NewLeaf Partners will help you build and execute go-to-market strategies that relate to customers' changed purchasing behavior. You will receive hands-on support from experienced managers, trainers and coaches to ensure your strategies are put to work.

## Our methodologies and tools include:

- Cutting-edge assessment methods for Go-to-market coverage analysis
- Growth potential analysis
- Software-based, actionable growth planning methodologies
- The latest territory management methodologies and tools
- Pipeline health check toolkit
- Pipeline management toolkit
- Key account management toolkit
- Advanced KPI design frameworks
- Sales effectiveness measurement toolkit
- Action-driven sales management toolkits

## As outcome of our work you will get:

- Measurable increase in customer reach
- Actionable go-to-market strategies
- Increased pipeline and revenue generation
- Enhanced sales execution effectiveness
- Sustained behavioral and cultural change



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