



Change Management Supports Sales and Business Development

Situation

Employers continue to **adapt** and **transform** within the current environment. **Creativity and change** have become important factors to **business development** and **marketing strategy**.

The sudden economic shift has impacted new business, client retention, and revenue performance. In addition, a remote workforce has been established overnight with **technology** driving communication and innovation.

Focus and **discipline** have new meaning related to **sales** and **pipeline management**. Reviewing and evaluating each individual sales opportunity will be important to financial projections. Every organization will face **unique challenges** based on the current sales opportunity process design, pipeline oversight, and available reporting analytics.

Response

Taking time to **understand sales opportunity and customer data** will provide valuable insights. **Data** will assist employers with focused **change management** and **unite tactical planning** throughout the enterprise.

For example, **industry vertical data**, will provide **awareness** into current economic challenges, financial pressures, and foster the appropriate business development approach within a given sector.



Business Development

- Evaluate **Account and Contact** data managed in CRM
- Determine data reliability to support communication efforts
- Create business development strategy based on data segmentation
- Stay **informed** on **industry information** that influences vertical trends

Marketing Communications

- Align CRM and marketing technology to ensure effective outreach
- Develop **value added content** that provides thought leadership
- Ensure a well-defined campaign, lead, opportunity follow up process
- Define **marketing analytics** to adapt and modify messaging

Sales and Pipeline Management

- Stack rank the entire sales pipeline by **opportunity stage**
- Evaluate each stage weighting and **deal valuation**
- Discuss and assess current contract **closing dates**
- Unify business development, marketing, and sales resources

Closing Thoughts

Evaluating the entire sales process will uncover the most impactful areas for **change management**. Developing **Sales Operations** requires discipline in the areas of data management, process design, and enabling technology. Sales Operations provides the foundation for **Sales Enablement** and **Sales Effectiveness**. As employers embrace change, **leadership** and communication will influence success.

“By expressing your compassion, you create an experience that people will remember”
 – Tim Sanders, Love is the Killer App