



Align Sales Operations, Sales Enablement, Sales Effectiveness and Deliver Profitable Revenue Growth

Many business leaders today are facing increased pressure to expand and manage revenue growth while continuously improving operating margins. In response, new functional areas are being explored, funded, and established related to Sales Operations, Sales Enablement, Sales Effectiveness (SOEE).

The new challenge? Defining the vision, strategy, and tactical responsibilities of each interdependent function. Alignment and coordination of the SOEE operating model, requires precise planning and execution as the market continues to fragment each area of discipline. With multiple definitions being socialized, many organizations conflate terminology and cause internal confusion with strategic and tactical responsibilities. The lack of clarity and focus has a significant impact on sales performance, product adoption, client retention, and revenue capture. Developing a high performing SOEE framework requires purposeful design, focused execution, cross-functional teamwork, and continual transformation.

Three Key Takeaways:

- Sales, Pipeline, Revenue Alignment
- Effective use of CRM technology
- Strategic and tactical application of SOEE Modeling

By reviewing practical examples and common challenges, this workshop will provide a baseline foundation for evaluating your internal Sales Operations, Sales Enablement, Sales Effectiveness (SOEE) operating framework.

About Mohr Advantage, LLC

Prior to founding his company, Michael spent 28 years with private, public, and S&P 500 Corporations. His experience was developed through 16 corporate acquisitions that delivered revenue growth from \$42M to \$760M and became part of a \$3.3B Enterprise, Equifax Corporation. His leadership roles include Executive, Business Unit, Sales, Sales Operations, Client Relations, Product Innovation, and Practice Leader, Merger and Acquisition Consulting. Michael is a current member of the University of Missouri - St. Louis Finance and Legal Advisory Board and has been active with the St. Charles County Pet Adoption Center as a Foster Family since 2008.

Mohr Advantage assists organizations and leadership teams in the area of Sales Operations, Sales Enablement, and Sales Effectiveness (SOEE). His firm helps employers define, architect, and create high performance sales infrastructure to accelerate profitable revenue growth.

Contact Information

Speaker Name: Michael Mohr, Founder

Cell: 636.696.5539, mike@mohradvantage.com, www.mohradvantage.com