We've changed our strategy, go execute.

We need to focus on our strategy. From what, to what?

You need to change your behavior.

How do I sell differently?

We need sales managers to drive strategy into the field.

I need my sales team to sell differently.

We need to re-tool the sales force.

Redefining value through comprehensive sales enablement strategies.
THE PROBLEM:
The Age of the Customer is Shining a Light on Poor Sales Execution

Today’s consumers are re-defining value and changing the way your organization’s sales process works. This shift is a game-changer for everyone in the organization. Are your key players ready for their new roles?

Today’s Customer:
• The ripple effect from the global economic downturn continues to affect the way organizations behave in the marketplace.
• The balance of power has shifted into customer hands.
• The more wired customers have become, the more informed they’ve become.
• Companies have to be a lot more precise about the value they bring to the table.

In October 2013, Forrester Research analysts predicted we are in the beginning of a 20-year business cycle they’ve dubbed the “Age of the Customer,” in which empowered buyers are demanding a new level of customer obsession.
THE PATTERN: Building the Bridge Between Strategy & Front-Line Sales Execution

It’s clear to see that the solution goes beyond sales skills development and even beyond your salespeople. It requires a reengineering of roles throughout the organization. Sales Enablement is a strategic and ongoing discipline to close performance gaps.

- The changing landscape of sales has repercussions at every level of your organization, primarily in the areas of collaboration.
- The lag time between the time strategies are set internally, then executed in the field needs to be dramatically shortened.
- Internal silos need to be knocked down so departments can be more collaborative.
- While sales training is focused on equipping salespeople and managers with specific knowledge or skills, sales enablement is a strategic and ongoing discipline designed to close performance gaps.
- The change needs to begin with learning leaders

The Corporate Executive Board Co. estimates buyers are already 57 percent of the way through their buying decision when they reach out to make a purchase from a supplier.
THE PATH:  
An Iterative Approach to Enabling Sellers  
With a Long Term Journey in Mind

GP Strategies has proprietary and proven methodologies designed to help sales and learning leaders tackle critical components of sales enablement and organizational change, including:

- Aligning human capital strategy to new selling strategy to survive in age of customer.
- Revisiting existing learning strategies and realign to business strategies.
- Defining the new roles needed to win in future.
- Helping sales leaders recruit, hire, and onboard new people that meet these defined standards of excellence.
- Developing current employees who need to perform to the future-state definition of excellence in their role.
- Enabling new types of support/coaching from sales leaders.

GP Strategies understands this challenge well, having helped many of today’s most recognizable brands improve conversations with their customers. From sales and product training to customer engagement, strategy execution, incentives and sales enablement, our holistic view of sales enablement offers a unique perspective on your challenges few training companies can match.

Create a more proactive and aligned learning organization in response to the changing business landscape.

Call 800.727.6677 or visit gpstrategies.com today to learn more about executing sales enablement strategies in your organization.

Trust GP Strategies to help you create more value to your customers.