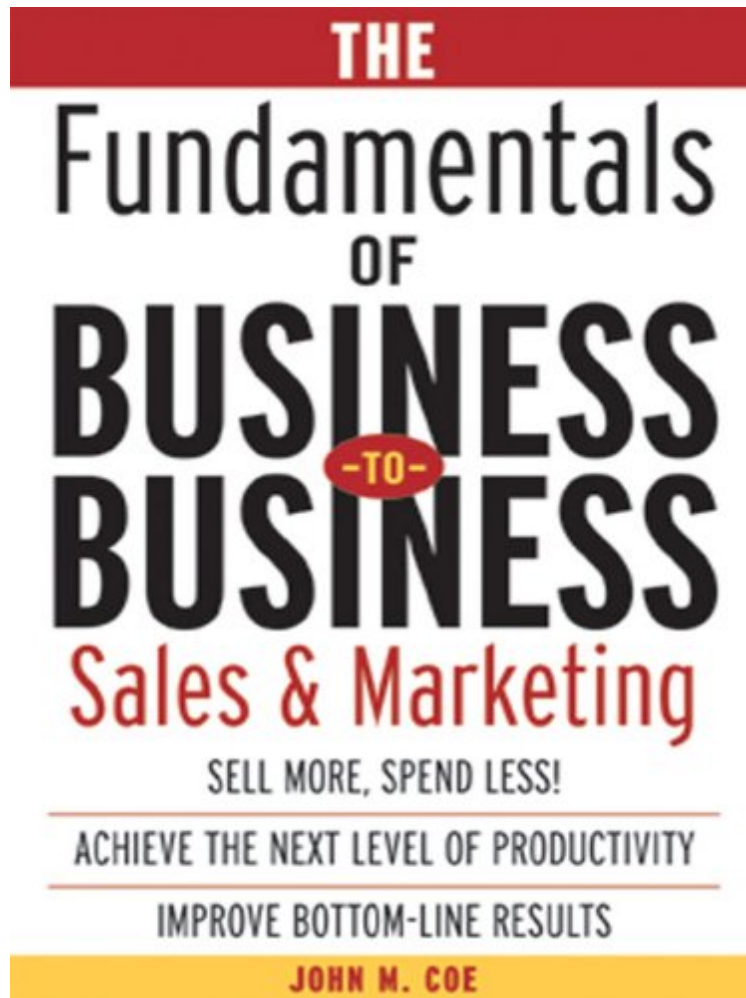


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The Fundamentals of Business-to-Business Sales Marketing

John Coe

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John Coe : The Fundamentals of Business-to-Business Sales Marketing before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Fundamentals of Business-to-Business Sales Marketing:

1 of 1 people found the following review helpful. A very worthwhile read By The Marketing Guy Who Drives Sales -
rThis book is written by an author who obviously understands the modern sales and marketing environment. This book is a beautiful weaving of perspectives and insights from both the sales AND marketing points of view. If you are like me trying to bridge the gap between the two every day then you will chuckle at the way John Coe describes some of the conversations that take place between sales folks and marketing folks because you've heard almost the exact conversations before. "Get us better leads." "Increase your closing rates." I guess all organizations have these internal discussions. Where this book stands apart, however, is the way Coe develops his thesis that the modern selling and marketing environment has changed. The customer is in control more than ever and they don't want to hear from you or talk to you during the sales process until they are ready--and when they're ready you must also be ready and bring

your A Game because at that point everything counts and you must have your sales and marketing functions wholly unified. Practical tips and insights from database structure to lead handling to aligning the two functions to achieve the same goals to finding and defining common performance metrics to measure it all. A very good and balanced perspective.

2 of 2 people found the following review helpful. Very good, and insightful book - must read
By Rolands Petrevics
I need to say that after *Lead Generation for the Complex Sale: Boost the Quality and Quantity of Leads to Increase Your ROI* and *Managing Sales Leads: Turning Cold Prospects into Hot Customers* - those 2 books I was not expecting anything new, even because this one is older than those 2. But! I was wrong. This book offers a lot more another type of information, than mentioned above books does, and for your library you must have all of them. In this book, you will find:- Special insights on lead nurturing (author calls them as lead development)- Special thoughts about B2B customer loyalty issues - till now, no B2B books are covering this important topic; What is bad, that author concentrates too much on lead classification by NAICS codes - that is what you can not use, if you are not selling in USA, so for me as international sales manager, and outside USA this part of book is not useful. Good book, you will not be disappointed

3 of 3 people found the following review helpful. Blocking and tackling
By RYAN
This book has made me look like a genius to our EVP of Sales and Marketing. After reading it, I can talk about the core elements of our B2B lead gen program from a framework perspective. It also has some very tactical information including some great document templates that helped me put together our campaigning program. It is a little dated and lacks some of the more recent information about new lead gen tools for the web. However, it will give you a solid basis (i.e. "fundamentals") for establishing your program that you can build on. I feel a little guilty for not sharing the book with our entire marketing team, but for now it's helping me be the star - my little secret weapon!

B2B sales and marketing executives have been hard-hit by increasing sales demands, plummeting budgets, and highly touted techniques that promise more than they deliver. *The Fundamentals of Business-to-Business Sales Marketing* shows executives how to integrate traditional B2B selling methods with effective and proven new technologies. Covering database marketing, microclustering, accurate ROI measurement, and more, this no-nonsense book provides a dynamic, hands-on approach for selling more while spending less, and meeting today's relentless revenue and margin demands.

From the Back Cover
How today's B2B leaders are integrating new approaches and technologies with proven techniques to find, get, and keep customers
The traditional business-to-business, face-to-face selling approach has been in decline for a number of years. In its place has risen a new integrated sales coverage method that incorporates the best practices of direct/database marketing and field sales into a new B2B communication mix that will dramatically improve sales and marketing productivity. *The New Fundamentals of Business-to-Business Sales and Marketing* ties together the best of the old and the new, introducing a new sales coverage model that meets the needs of today's fast-paced, Web-based environment while retaining the benefits that only a knowledgeable, hands-on salesperson can bring to the table. Straight-talking and well-documented, this rulebook for selling success in the marketplace will show you how your organization can attain: Improved, results-based marketing through the creation of a robust prospect and customer database
Precise targeting of the right market through advanced segmentation and microsegmentation techniques
Increased results from demand generation efforts that will produce real sales opportunities, not just raw inquiries
Higher sales and profits for distributors and business partners through improved feedback systems and channel efficiencies
As a marketer, each day that you cling to outmoded technologies and practices could be costing you competitive advantages that will be difficult, if not impossible, to regain. *The New Fundamentals of Business-to-Business Sales and Marketing* will show you how to create and deploy a new sales coverage model that will enhance your go-to-market selling strategy and tactics like never before. "Yes, it's more difficult to sell today using the traditional salesperson-based go-to-market models. That's the bad news. The good news is that a new integration between sales and marketing is emerging that is producing a new sales coverage model. The goal of this book is to fully detail this model . . ."--From Chapter 1
Business-to-business selling has undergone a tremendous metamorphosis in the past decade. The actual purchase decision often requires input from many more people--frequently in multiple locations--while time-pressed buyers increasingly turn to the Internet for instant product information. Meanwhile, as sales professionals watch their call-to-close ratios go through the roof, they are driven even harder to meet the frequently heard twin appeals of "sell more" and "spend less" from management. *The New Fundamentals of Business-to-Business Sales and Marketing* breaks through this impasse, showing sales and marketing decision makers how to meld effective face-to-face sales techniques with highly targeted communications that use the latest technologies--thereby creating a fully integrated, continuous marketing and sales system. Combining his fifteen years of sales and sales management experience with twenty years of B2B database/direct marketing on both the client and agency side, John M. Coe shows you what you must do to: More closely match your firm's sales procedures with today's transformed buying process
Bring marketing and sales together to improve inquiry generation, lead qualification, and sales conversion
Improve feedback from sales and tighten the working relationship between marketing and sales
Keep customer acquisition costs down by improving the lead development process before passing

the opportunity to a high-cost sales resource Dramatically increase marketing and sales productivity through effective use of marketing databases, direct mail, telemarketing, E-mail, web conferencing, and more Let The New Fundamentals of Business-to-Business Sales and Marketing provide you with a step-by-step roadmap for integrating your organization's sales efforts with its marketing communications programs by revamping and updating your go-to-market sales strategy. About the Author John M. Coe is an internationally recognized authority on B2B sales and marketing. In 1980 he discovered direct marketing as a sales productivity solution and made the switch to the agency side when he founded Integrated Target Marketing, a B2B direct marketing agency. Coe has been the national direct marketing campaign manager at IBM, the senior vice president of B2B marketing at Rapp Collins Worldwide, and the president of Database Marketing Associates, a well-known B2B consulting firm. He is the founder and president of the Sales and Marketing Institute, a B2B consulting, education, and training firm based in Phoenix, Arizona. He has given hundreds of speeches and seminars throughout the world, is a frequent contributor to industry trade magazines, and leads many Direct Marketing Association sessions.