KAIZEN™ INSTITUTE

5 STRATEGIC INITIATIVES for MARKETING & SALES

The future of B2B

SCENARIOS OF UNCERTAINTY

The scenarios of uncertainty seen in recent years lead leaders to seek solutions to build organizational structures that allow the **organization to grow**, even in **adverse environments**.

It is necessary to acquire **key competencies** and adopt a **breakthrough approach** to ensure a sustainable competitive advantage.

AGILE ORGANIZATIONS

FAST MARKET ADAPTATION

Organizations must be able to **respond** to consumer **demand** and **plan** their **activities effectively**, adapting their strategy to market conditions.

Growth will happen for agile organizations with a focus on implementing **value-added initiatives**. Kaizen Institute has developed the most pertinent topics for defining **strategic priorities for Marketing & Sales**.

Strategic Initiatives for B2B MARKETING & SALES

MARKETING & SALES INTEGRATION	NEW SKILLS DEVELOPMENT	CUSTOMER EXPERIENCE FOCUS	RATIONAL USE OF TECHNOLOGY	CONTINUOUS IMPROVEMENT AND CHANGE MANAGEMENT
More aligned, collaborative and proactive teams, focused on a common goal: business growth.	Teams prepared to respond to growing consumer needs and competitive pressure.	Satisfied, loyal customers and brand ambassadors.	The implemented technologies are an asset for leaders, teams, and customers resulting in an increase in efficiency and a decrease in associated costs.	Definition of a clear vision and goals, development of competent leaders, and creation of team management standards.

Marketing & Sales Integration

CURRENT SITUATION

The alignment of **digital** interactions, led by the **marketing** team, and **human interactions**, led by the sales team, is a challenge for B2B companies, in a context where the activity of both is more integrated than ever.

Coordination between marketing and sales is essential if organizations are to **meet consumer needs** without sacrificing performance.

APPROACH

Organizational restructuring for full integration of marketing and sales:

- Definition of objectives
- Target audience segmentation
- Process and content design
- Creation of information management platforms

New Skills Development

CURRENT SITUATION

The evolution of the skills of sales teams is reflected in the need to have more **analytical** and **strategic skills** and a good **technical knowledge** of the product. This involves **working with data** and **gaining insights**, planning approaches, and creating the best **solution for the customer**.

The adoption of a **hybrid sales model** (remote and in-person) also requires new skills to master the simultaneous management of the physical and digital.

APPROACH

Redefinition of the recruitment and training processes. Sales teams with **analytical** and **strategic** skills and a good **technical knowledge of the product** and the market.

CURRENT SITUATION

The organization must offer a **simple omnichannel experience**. Informed suppliers with high knowledge of their industry, products, and market challenges must embrace a customer-centric mindset. The **transition from sales funnel management** to **customer lifecycle management begins**.

Customer behaviors need to be predicted using data analysis tools to determine **what to offer**, **how to communicate**, **and to whom to direct marketing efforts** in real-time.
The buying journey is now more complex, and **consistency** must be ensured across all **consumer touch points**.

APPROACH

Customer-centric omnichannel strategy that involves finding the right customers through data-driven insights and ensuring a **personalized** and **consistent customer experience**, regardless of the channel used.

Customer Experience Focus

CURRENT SITUATION

In an era with hundreds of technology solutions available to power marketing and sales, organizations tend to **invest in technologies** that often translate into **marginal gains** due to the **limited** use of all their features by employees.
In order to generate the expected results that impact the business, organizations must be **able** to correctly **select** and implement the **right marketing and sales technologies**.

APPROACH

Selection and rational use of technologies, investing more in the **quality of the tool** and its **implementation** and less in quantity.

Rational Use of Technology

CURRENT SITUATION

The current need for organizations to adapt to new scenarios has turned **change management** into a key challenge.

It is necessary to transform **team leaders** into true **agents of continuous improvement**, capable of **leading change** in their organizations. Leaders and teams need to acquire change management and problem-solving skills that enable them to **continuously improve results**.

This need is applicable to all teams within the organization but is especially relevant in sales teams, due to the constant need to **adapt to new market trends**.

APPROACH

Developing teams able to **manage change and continuously improve**. Definition of a **clear vision and goals** for teams, development of **competent leaders**, and creation of good **team management** standards.

Continuous Improvement and Change Management