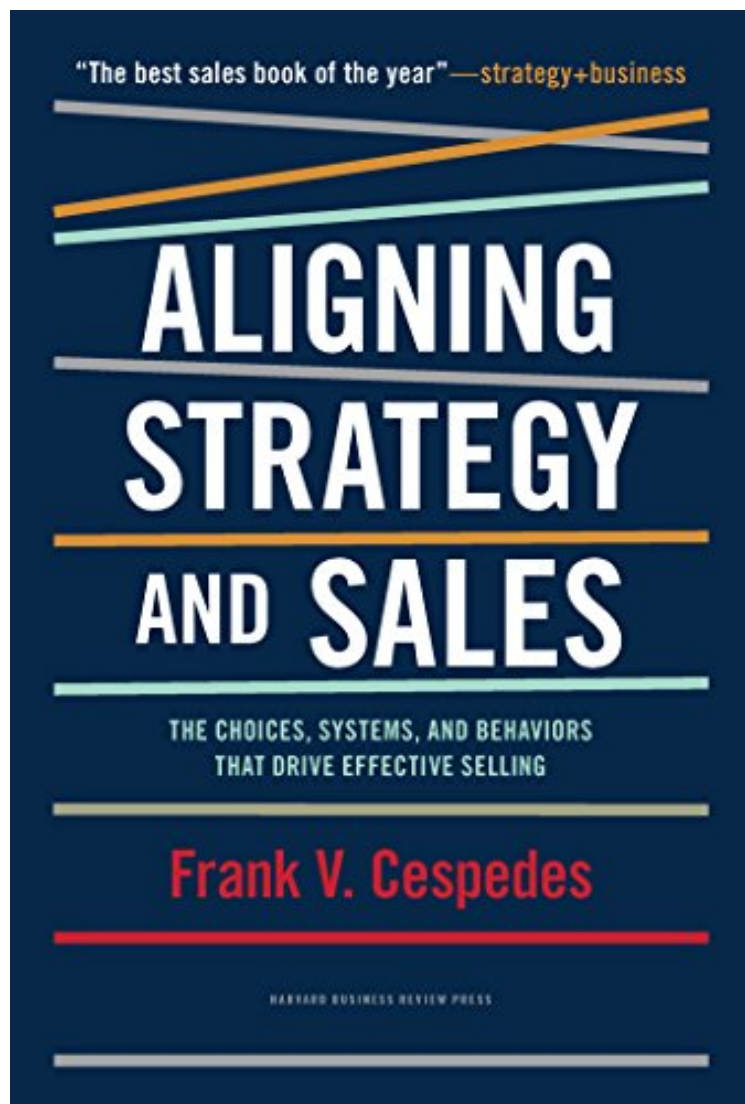


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Aligning Strategy and Sales: The Choices, Systems, and Behaviors that Drive Effective Selling

Frank Cespedes

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Frank Cespedes : Aligning Strategy and Sales: The Choices, Systems, and Behaviors that Drive Effective Selling before purchasing it in order to gage whether or not it would be worth my time, and all praised *Aligning Strategy and Sales: The Choices, Systems, and Behaviors that Drive Effective Selling*:

15 of 15 people found the following review helpful. Great summary / reference guide By Lance This book is great for specific audiences, but will leave others unsatisfied and wanting more. Pros: -Very good overview for someone new to

sales or with a narrow role trying to expand their understanding of how their individual selling role fits into the broader company. Provides a survey course of all the key sub-functions / adjacent functions and how they are critical for a successful sales operation (finance, HR, compensation, incentive systems, sales operations, recruitment, training, management, marketing, etc.). This book will allow the reader to understand how the different pieces of the machine interact and operate with a more nuanced understanding of their organization.-For more seasoned executives, individuals with a critical interface with sales, or those middle managers looking to expand their roles, this book acts as a checklist to ensure best in class behavior. Each chapter should produce a number of opportunities to evaluate yourself against best in class and identify ways in which your current model may not be totally aligned.-For an academic this book is exceedingly practical and real-world rather than pie in the sky ideas. It understands that sales is not easy or totally controllable and does not suggest "consulting" solutions.Limitations:-The book intentionally takes a very high level perspective. An individual looking to go deep on any one topic or to get the latest innovation in management thinking should look for best of breed books elsewhere.-Cespedes at times can be a long-winded writer, taking a bit longer than the reader would like on specific topics often not core to sales0 of 0 people found the following review helpful. ... down deep in the sales process and does an excellent job of relating basic strategy conceptsBy Robert KirkThis is a book that dives down deep in the sales process and does an excellent job of relating basic strategy concepts. As a sales leader I can see myself coming back to this book down the road. I believe the real value add from the book are the chapters on people (sales people and and sales manager) management. I'm not sure there were any "aha" moments in the book, hence the lack of a 5 star rating, but it's a solid effort that adds dimensions to a complicated topic.0 of 0 people found the following review helpful. well researched and delivered in a compelling and thought-provoking way!By Peter P. SmithAs one might expect from Frank Cespedes, thoroughly well researched and delivered in a compelling and thought-provoking way. Clearly lays out the pitfalls of the endless pursuit of execution, even when it is at misaligned with the business strategy. Peter Smith, Author, Hiring Squirrels

"The best sales book of the year" mdash; strategy+business magazineThat gap between your company's sales efforts and strategy? Itr'squo;s realmdash;and a huge vulnerability. Addressing that gap, actionably and with attention to relevant research, is the focus of this book.In *Aligning Strategy and Sales*, Harvard Business School professor Frank Cespedes equips you to link your go-to-market initiatives with strategic goals. Cespedes offers a road map to articulate strategy in ways that people in the field can understand and that will fuel the behaviors required for profitable growth. Without that alignment, leaders will press for better execution when they need a better strategy, or change strategic direction with great cost and turmoil when they should focus on the basics of sales execution.With thoughtful, clear, and engaging examples, *Aligning Strategy and Sales* provides a framework for diagnosing and managing the core levers available for effective selling in any organization. It will give you the know-how and tools to move from ideas to action and build a sales effort linked to your firm's unique goals, not a generic selling formula. Cespedes shows how sales efforts affect all elements of value creation in a business, whether yours is a start-up seeking to scale or an established firm looking to jump-start new growth. The book provides key insights to optimize your firm's customer management activities and so improve selling and strategy.

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