

Leaders Center On the Customer Not Their Own Organization

Requirements for organizations have changed as customers have become increasingly knowledgeable and self-reliant. Hardly any corporate buyer nowadays needs a salesperson to inform them about product features and their specific benefits. New channels are popping up at a breathtaking rate. Customers have more product and price choices at their disposition than ever before. They expect the same level of support and competence from everybody they speak to – be it a salesperson, a marketing executive or a service representative. And they may eliminate a vendor in their buying process just because other vendors are providing much more information and services on their website than this one. As a consequence, the roles and scope of traditional sales, marketing and service organizations are changing. Salespeople's traditional domains are shifting to the internet or to marketing. The boundaries between sales, marketing and service are blurring.

Successful organizations continuously assess, develop and coach their customer-facing staff and organizations

Many companies are still organized the way they have always been: their sales organization knows how to sell, their marketing organization generates excitement around the company's products and services, and their service organization focuses on resolving technical and organizational issues, mostly after the sale has been closed. These companies do not train service staff in sales skills; nor do they align their marketing calendars with their sales agendas.

By doing that, they are giving away a significant sales potential. Who is closer to the customer (and appreciated more by the customer) than service staff? Who if not marketing can use Big Data to assess individual customers and create the case for individual customers to buy? Who knows best what the next marketing campaign should look like if not the salespeople in the field?

Why do they not change this situation?

Some of them don't actually realize what they are missing out on. Others are so caught up in their own history and organizational structures that any change seems to be utterly impossible. And often they are missing the leadership that it takes to drive the necessary changes throughout the organization.

Leading companies design their organization to harness the full sales potential of all customer-facing channels. Even more importantly, they continuously evaluate each individual channel's engagement in customer-facing activities and ensure that all customer-facing employees are continuously developed to contribute to the company's sales activities.



NewLeaf's experts have designed and implemented successful customer-facing organizations for leading companies such as Alcatel, SAP and IBM

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Cultivate Successful Customer-facing Organizations

We will help you to:

- Design effective and efficient customer-facing organizations
- Set up these organizations and guide them through a successful start during the early stages of their existence
- Train and coach these organizations and their management to continuously achieve the highest standards of expertise, effectiveness and productivity
- Assess the suitability of existing customer-facing organizations for your company's strategic goals and targets
- Design and implement the right compensation and management systems to drive the organization towards the right goals
- Continuously assess your organizational effectiveness
- Continuously measure your organization against competitors and leading companies in and outside your industry

Our methodologies and tools include:

- Cross-channel Organizational Effectiveness Assessment
- Management and Staff Assessment
- Sales and Marketing Hiring Toolkit
- Business Infrastructure Assessment
- Organizational Growth Restraint Assessment
- Organizational Development Plan
- Sales Leadership Development Methodologies
- Compensation Review Toolkit
- Compensation Architecture Toolkit
- Organizational Benchmarking
- Cross-channel Process Optimizer
- Cross-channel Incentive Planner

As outcome of our work you will get:

- Organizational setups that harness the full sales potential across multiple customer-facing channels
- Measurable increase in customer touches
- Measurable reduction in channel conflicts
- Measurable increase in target accuracy across channels
- Measurable results (pipeline, revenue) during the first 30, 100 and 365 days of a customer facing organization's existence

NewLeaf Partners will help you to build and develop successful customer-facing organizations across multiple channels. You will profit from profound knowledge and receive hands-on support from experienced managers, trainers and coaches to ensure your customer interfaces are set up in an organization that centers on the customer and not on itself.



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