

Team Alignment Brochure

**The 3 Most Urgent Areas
of Commercial Team
Development Today
(Marketing, Sales, Success)**



Are You Market Ready?

The 3 imperatives your partners need from you to scale in 2019

Insight

Your customers are all sitting on mounds of data. But they still lack relevant and actionable insight. None is better positioned to deliver this than your commercial team. You need a system of intelligence in the age of intelligence. Customer messaging is how you “incite”.

Focus

Customers often don't know what they want or need. That's why they need you. Poor leads, long sales cycles, and high churn can all be traced back to a missing account strategy. Now that GDPR is hitting the EU today's commercial team needs focus by segment, product, and role. Your client wants to be on your list!

Agility

A trend that just won't quit is the movement to so-called self-organizing and agile teams. If you sell to IT, HR, or Operations, you've heard of these frameworks. Do you know how they work? Your client wants you teaching, tailoring, shaping outcomes using their methods.

Commercial Insight

Workshop

A talk to get everyone in the company inspired

Contact us for more information

LOCATION

In-Company

DETAILS

One Coach, 12 hours

\$699 per person

1-Day or 3-week format options

Summary

This inspiring and engaging talk will help your entire company get the conversation started on what to do about customer data. You will learn This keynote is partly about commercial skills and partly about developing a culture of learning. This talk will also help align marketing, sales and customer success teams to get working on the same things.

You will learn about:

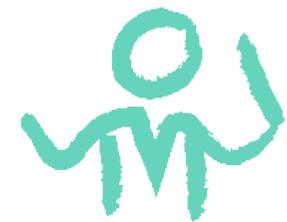
1. Our 3 types of insight and the real magic of storytelling
2. The insight tools at SAP, Salesforce, McKesson, CEB Global and others.
3. Ways to continually get in front of your clients to help them solve some of the toughest issues standing in their way.



DISTILL



DIAGNOSE



DIRECT

Account-Based Growth

Workshop

A talk to get everyone in the company inspired

Contact us for more information

LOCATION

In-Company

DETAILS

One Coach, 12 hours

\$699 per person

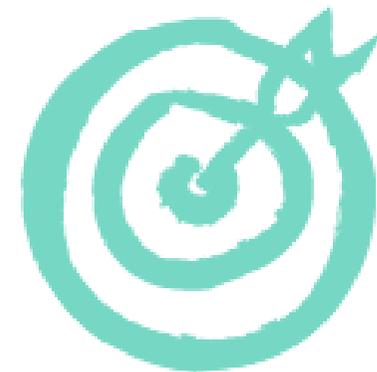
1-Day or 3-week format options

Summary

What's your cold call plan for GDPR? Want one? This energizing talk will show your marketing, sales, and customer success teams how easy it is to get aligned, convert sales at 20% or more, and renew at 80% or more. You will learn about some of the most interesting and scalable growth techniques in the B2B world today. Marketers claim this practice delivers the highest ROI of any tactic in their tool kit. Are you ready for Account-Based Growth?

You will learn about:

1. Ideal segmentation strategies, tiering, and managing a customer list.
2. Who gets to own and assemble the customer list, how the company uses it, and what activities and metrics could result.
3. The companies using this technique today and the types of technology they use.



Agile Sales + Success

Workshop

A talk to get everyone in the company inspired

Contact us for more information

LOCATION

In-Company

DETAILS

One Coach, 12 hours

\$699 per person

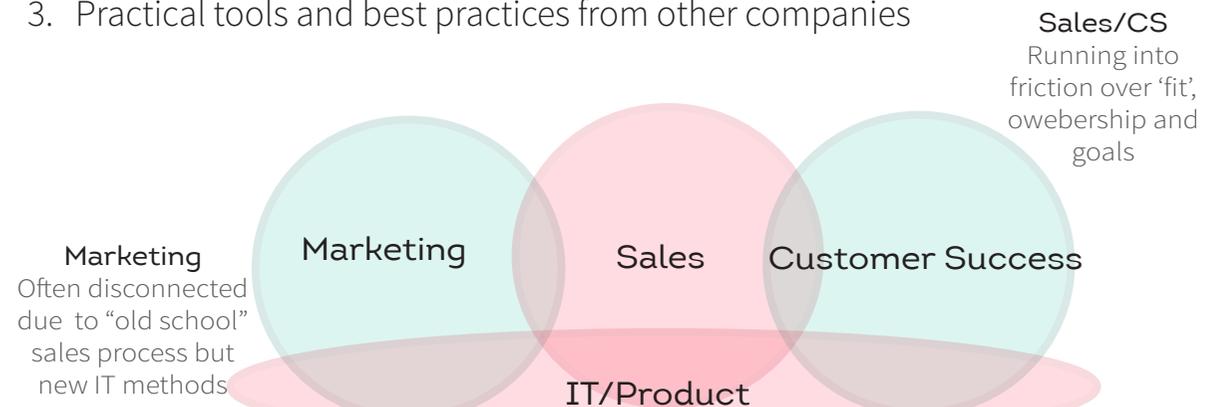
1-Day or 3-week format options

Summary

Are you frustrated with how misaligned your product and commercial teams are? Are you working one way with sales but another way in IT? Does marketing seem to get stuck in the middle? Want a better way? Sales and Success now have a more dynamic market, complex decision-makers and new rules of engagement. This keynote will show you what an “agile” sales system looks like and showcase how Scrum and Agile

You will learn about:

1. Why now is the time for an Agile commercial team
2. Simple to extreme ways to structure your work and meetings
3. Practical tools and best practices from other companies



Other Workshop Options

	Workshop Options	Class Hours	Price per person
1-MONTH JOURNEY + App/Homework	1-Month Journey In-company 3-6 leaders does not include travel or catering (or WeWork near you)	12	\$ 1,499
1-DAY WORKSHOP In-Company or WeWork Near You	1-Day Workshop In-company 3-6 leaders does not include travel or catering (or WeWork near you)	8	\$ 699

Questions? Email hello@thescaleupgroup.com

