

The Agile Sales

Successfully shaping transformation in sales and service

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Details

The demands on companies are changing rapidly due to digitalization. Today's customers want to be served conveniently, directly, solution-oriented and accommodating at all times on all communication channels. Only flexible, fast and innovative sales and service departments will keep the customers willing to change and also get the young "digital natives" on board. This book is about practical agile working principles and methods, with the help of which you can make your sales department more innovative and agile as a bridge to the customer.

On the basis of agile leadership and team principles, you will be provided with custom-fit structures and frameworks to increase the agility of sales teams. How do you successfully implement agile frameworks and methods such as Kanban, Design Thinking, Shopfloor and OKRs in which sales area? Which prerequisites must be created for this? The basis for change is the common understanding and mindset of the decision-makers. The book offers thought models and numerous tips for action. A decisive factor is the strengthening of self-organization and assumption of responsibility through a different understanding of the role of management. Building on this, the book describes practicable agile structures and methods for developing sales and service teams in the direction of transformation and innovation capability.

Target group are managing directors, sales managers, executives, consultants and employees from the areas of service and sales.

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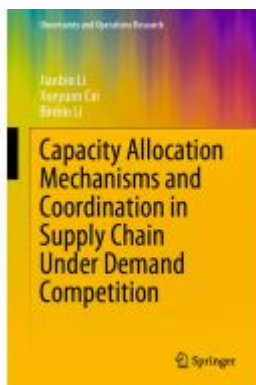
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