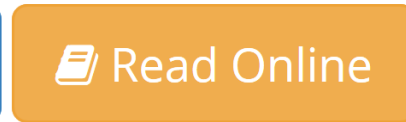


Sales Growth: Five Proven Strategies from the World's Sales Leaders

By Thomas Baumgartner, Homayoun Hatami, Jon Vander Ark



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A comprehensive guide to how companies can drive sales growth

Finding growth today can be an enormous challenge for companies in a complex and fast-changing business environment. There are no simple solutions, but in *Sales Growth*, experts from McKinsey & Company provide a practical blue-print for achieving this goal by revealing what world-class sales executives are doing right now to find growth and capture it—as well as how they are creating the capabilities to keep growing in the future.

Broken down into five overarching strategies, this book focuses on the valuable lessons that power growth, including how to get ahead of the competition by taking advantage of trends and turning complex analysis into simple guidelines that sales reps on your front line need to sell better. Page by page, you'll learn how successful sales executives find untapped pockets of growth, act like locals to make the most of emerging markets opportunities, and power growth through digital sales. You'll also discover what it takes to find big growth in big data, develop the right "sales DNA" in your organization, and improve channel performance.

- Based on interviews of more than 120 of today's most successful global sales leaders, from a wide array of B2C and B2B organizations
- Offers real-life examples of how successful sales leaders overcame the challenges encountered in the quest for growth
- Contains insights on finding growth before your competitors, optimizing sales operations and technology, developing sales talent and capabilities, and much more

Created *by* sales executives *for* sales executives, this book will provide you with the practical guidelines and useful insights to drive sales growth today and in the future.

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Editorial Review

Review

Sales Growth belongs in the selling-as-science school. The book argues that data, process management and outsourcing can do as much for sales departments as for other areas of the corporation. Companies should create sales 'factories' where sales teams are ministered to by support people from other disciplines, and equip them with computing devices rather than briefcases. This book, which finally gives the field some proper attention, is long overdue."—*The Economist* "**Can the Dubious Art of Selling Become More Scientific?**" (Book Review, April 6, 2012)

"Reading this book is like walking into a room where more than a hundred of the world's sales leaders are openly sharing their perspectives. *Sales Growth* puts sales management back where it belongs: at the center of management thinking about what makes business successful."

—**MARC BENIOFF, Chairman and CEO, salesforce.com**

"If timing is everything, then *Sales Growth* has it made. We are at an inflection point where massive changes in technology and customer behavior point to growth opportunities. This book provides a critical blueprint for bridging those opportunities—both those in future and right in front of us."

—**RICHARD KELLAM, Global Chief Customer Officer, Mars**

"This book is a must read for sales executives in emerging markets. The research and practical ideas clearly spell out how to create a global sales strategy with a local edge."

—**RICARDO VILLELA MARINO, CEO, Itaú Latin America, Board Member, Itaú Unibanco**

"*Sales Growth* shares wisdom that successful sales leaders have cultivated to create greater value for their customers and their companies. It offers a compelling set of case examples that combine the art of selling with true analytical rigor and operational know-how."

—**GERHARD GSCHWANDTNER, CEO, Selling Power magazine**

"Improving sales performance with methods and tools is a must. A refreshing change beyond the common focus on back office and operational excellence. This book is fact based and takes a unique customer perspective. I have no doubt that the practical insights laid out here lead to sales growth."

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"*Sales Growth* is essential reading for business leaders and MBA students. It is a thoughtful and practical addition to the discipline of sales management. Using timely stories and provocative anecdotes, the authors provide executives with an important and accessible book."

—**DAVID SCHMITTLEIN, John C. Head III Dean, MIT Sloan School of Management**

From the Inside Flap

The challenges facing today's sales executives and their organizations continue to grow, but so do the expectations that they will find ways to overcome them *and* drive consistent sales growth.

There are no simple solutions to this situation, but in *Sales Growth*, experts from McKinsey & Company

provide a practical blueprint for achieving this goal by exploring what world-class sales executives are doing right now to find growth and capture it—as well as how they are creating the capabilities to keep growing in the future.

Based on interviews with more than 120 of today's most successful global sales leaders from a wide array of organizations and industries, *Sales Growth* puts the experiences of these professionals in perspective and offers real-life examples of how they've overcome the challenges encountered in the quest for growth.

The book, broken down into five overarching strategies for successful sales growth, shares valuable lessons on everything from how to beat the competition by looking forward to turning complex analysis into simple messages for the front line. Page by page, you'll learn how sales executives are digging deeper than ever to find untapped growth, maximizing emerging markets opportunities, and powering growth through digital sales. You'll also discover what it takes to find big growth in big data, develop the right "sales DNA" in your organization, and improve channel performance.

The in-depth interviews with sales leaders at BMW, Caterpillar, Coca-Cola Enterprises, EMC, Google, Lattice Engines, Novartis, Pioneer Hi-Bred, salesforce.com, Samsung, SWIFT, VimpelCom, Vodafone, and Würth provide rare insights into a range of topics. Their stories, as well as numerous case studies, touch on some of the most essential elements of sales, from adapting channels to changing customer needs to optimizing sales operations and technology, developing sales talent and capabilities, and effectively leading the way to sales growth.

Engaging and informative, this timely book details proven approaches to tangible top-line growth and an improved bottom line. Created specifically for sales executives, it will put you in a better position to drive sales growth in today's competitive market.

From the Back Cover

Praise For *Sales Growth*

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Users Review

From reader reviews:

Leonard Palmer:

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