

Building a cross functional Framework for ICT Sales facing increasing Dynaxity

(Develop the ability to manage increasing **Dyn**amics & Complexity)

With special focus on Carrier based ICT Business

Dirk Heuß Unternehmensberatung

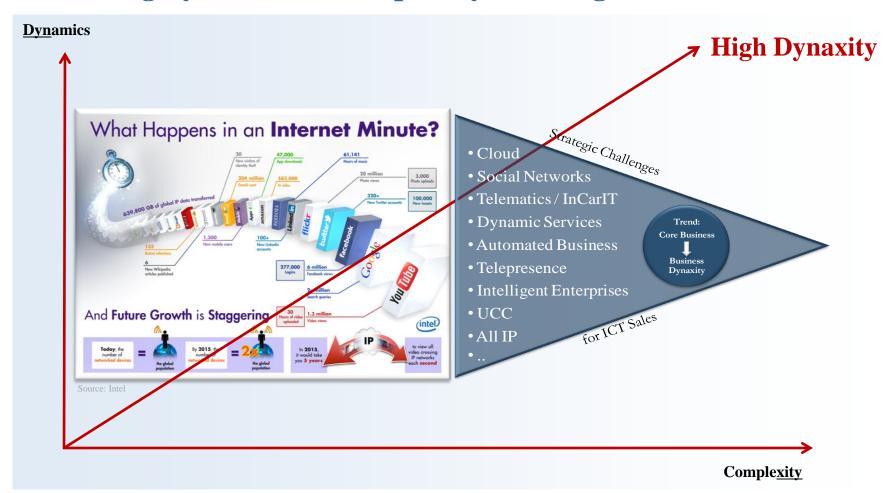
Bornheim, Bonn, Wiesbaden, München, Hamburg

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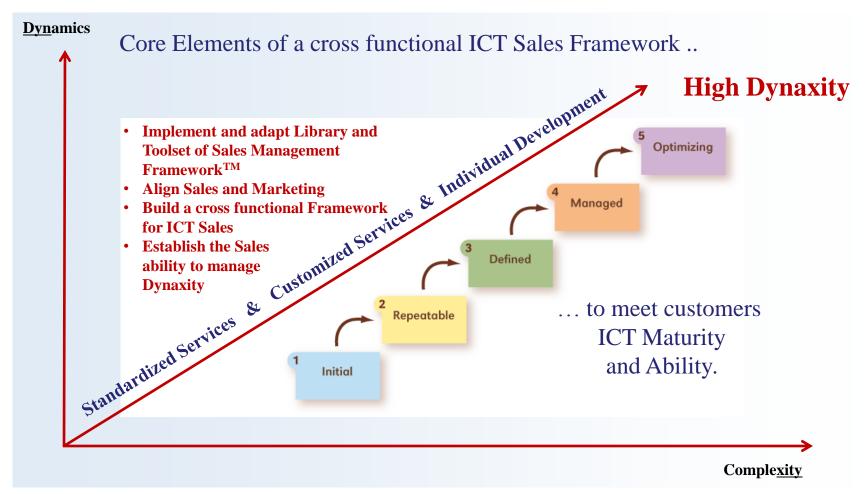
Dynaxity in ICT Business.

Increasing dynamics & complexity challenge ICT Sales Forces.



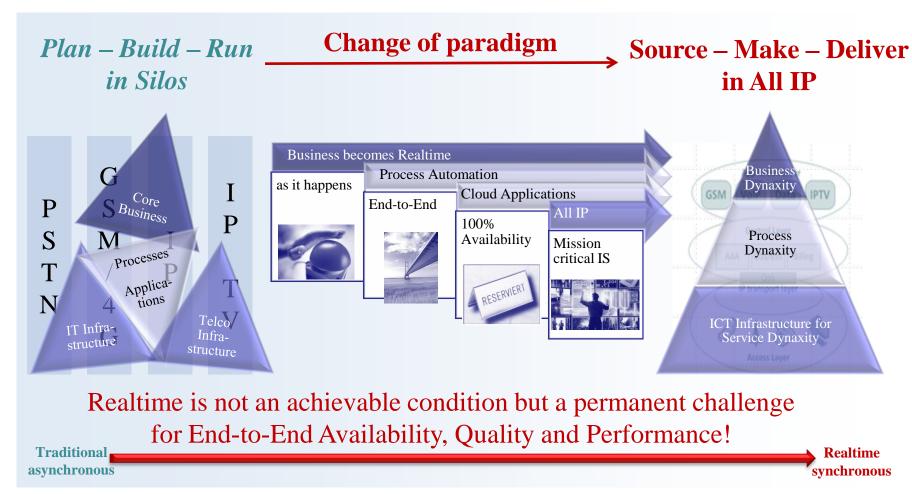


Cross functional Framework for ICT Sales. Ability to manage dynamics and complexity in ICT Sales.



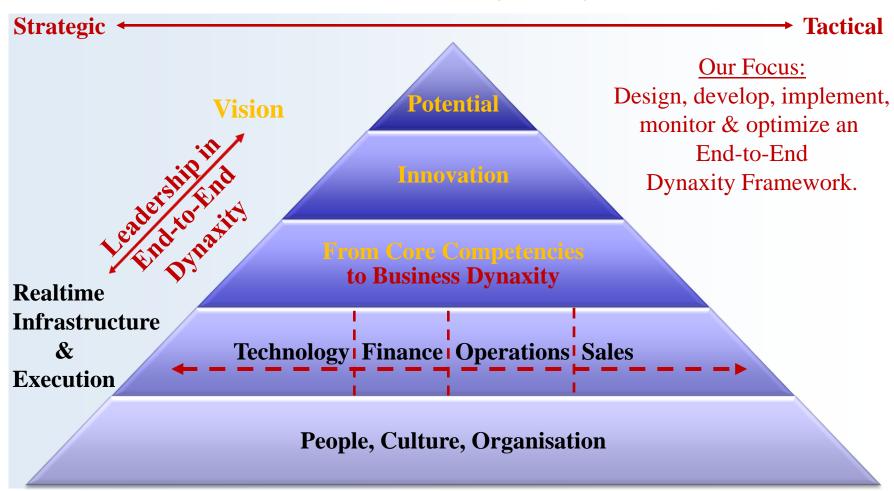


Our view on the ICT Market 2013-2020. Market & Technologies challenge established potentials.





The abstract structure of success in ICT Business. Establish an resilient End-to-End Dynaxity Framework.





Classical "Sales Management Framework"TM. Just a tessera to manage ICT Sales Dynaxity.

Sales Plan Sales Leadership • Lead Generation and • Operations Marketing • Budgets & Forecast Channel • Compensation & Management Incentives • Culture & Environment Sales Talent Sales Performance • Recruiting & Hiring • Orientation & On-• Coaching Boarding • Process Management • Skills Development • Process Automation & Training



First Step to run the Blockade of Silo Culture. Align Sales and Marketing as minimal action.



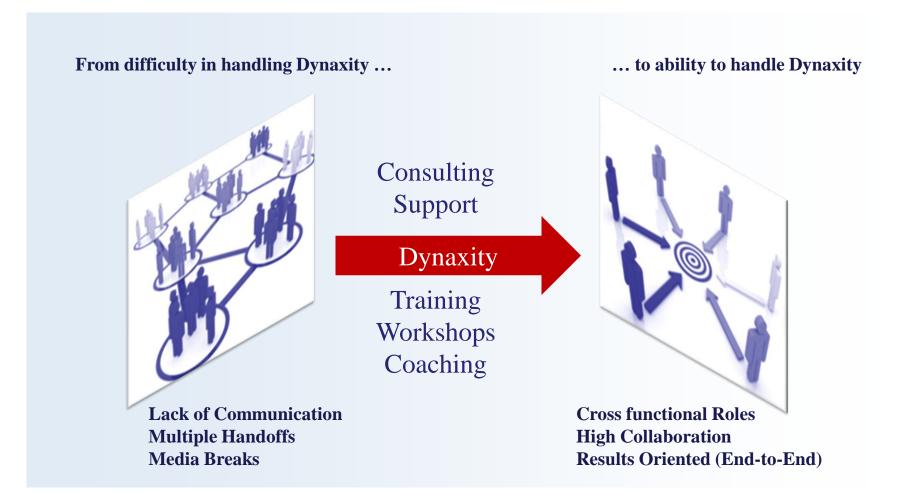


Run the Blockade of classical Sales Management Framework! Define cross functional roles & processes for success in Sales.

Customer specific: The Stakeholders CxO's Sales Marketing Product Mgmt. Alliance Mgmt.	 Market Challenges Profit & Loss Analysis Unique Competence 	 Target Markets Distribution Policy & Strategy Define SOP 	 Business Plan Pricing Make, Buy or Partner SOP Profitability 	Buying CenterBuying ProcessesUserTypesUser	 Marketing Program Acquisition Program Customer Retention Program Monitoring Launch Plan 	 Presentation & Demos Videos Customer Webinars etc. Event Support Sales Support Channel Support
 Product Mgmt. Alliance Mgmt. R&D Product Controlling 	Potentials	Concentrate	SOP	Planning	Go-Market	Dynaxity
 Project Controlling Delivery Operations Service The Roles in the Framework have to be defined (Customer specific) 	 Competitors Maturity of Technologies Talents etc. 	 SOP Roadmap Core Competencies Requirements on Agility and Dynaxity Fast process prototyping RACI etc. 	• R&D Cross- Function • Innovation • Open Innovation • 3d Party Portfolio • etc.	 Demands Needs Pain Points Requirements Monitoring Reporting Classes of Agility & Maturty etc 	 End-to-End Readiness Lead Process Pilots & Testimonials 3d Party Processes Sales/ Channels: Train&Tool 	Dynaxity • Customer Workshops • Customer Assessments • Customer Development • Co-Innovation • Cross functional Customer Evaluation & Monitoring etce



We train for crossfunctional succes in Dynaxity. Experience our Consulting, Workshops, Seminars & Trainings.





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