

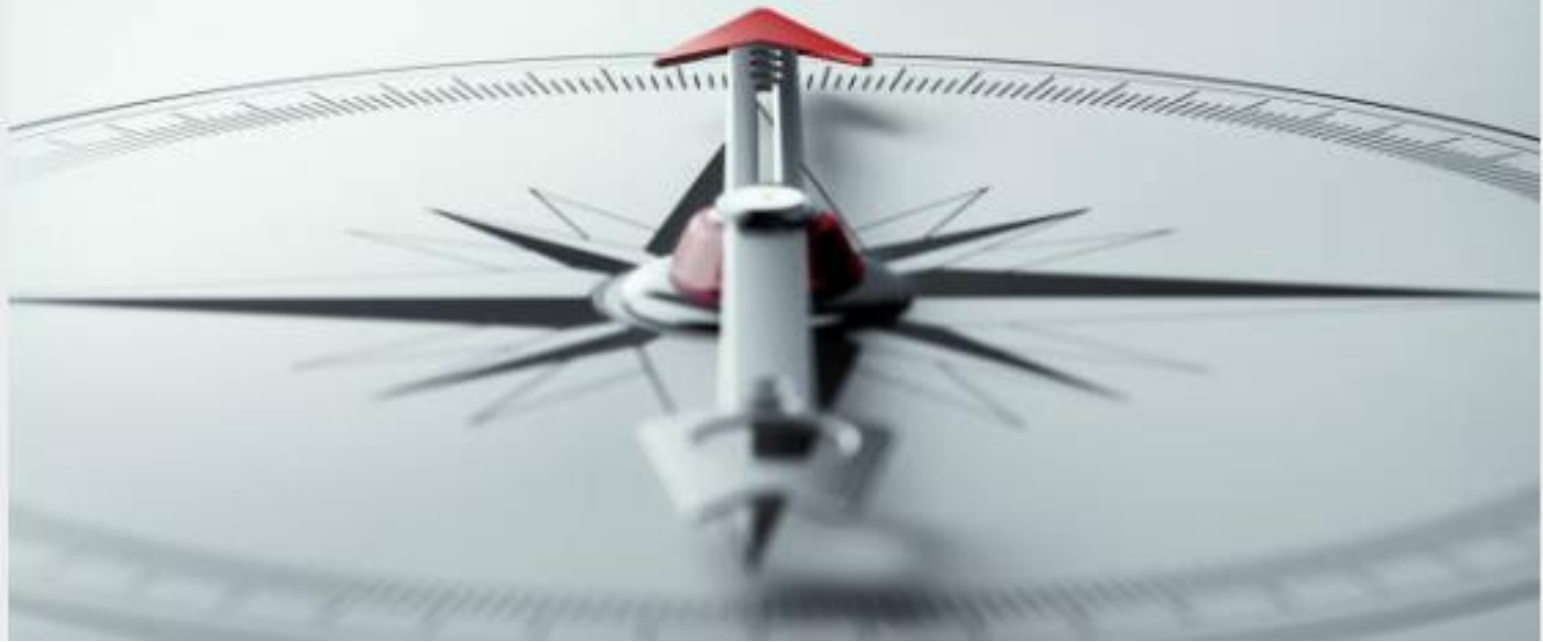


The new book by Prof. Jan Wieseke (Volume 2)



# Combining **SALES** & **STRATEGY**

## Guiding Innovative Business Models to Success

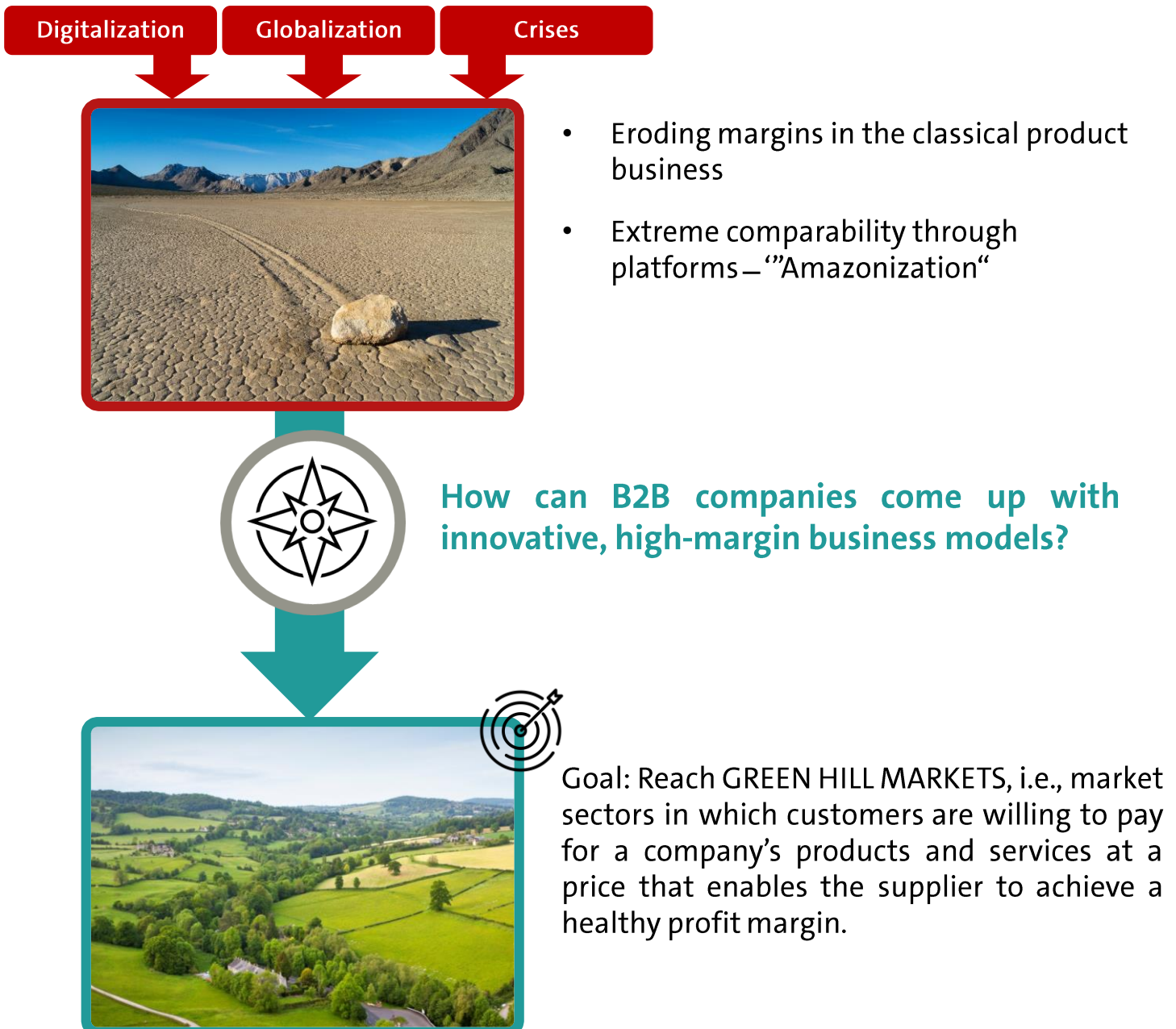


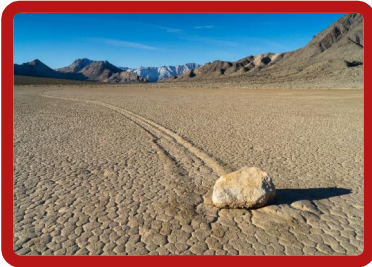
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**CHALLENGE:** The combination of digitalization, globalization and crises (e.g. COVID 19) poses serious challenges for B2B companies from high-wage countries. Maximized price transparency on digital platforms leads to menacing price wars. This is especially true for interchangeable products, but now also for more complex machinery and equipment.

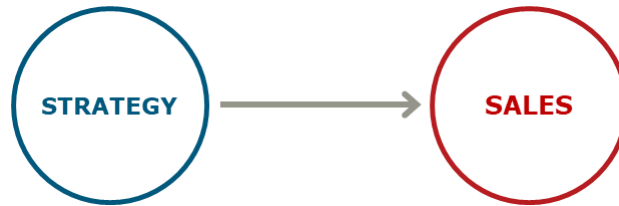
This creates the danger of DEATH VALLEY MARKETS, in which customer' willingness to pay is very low.



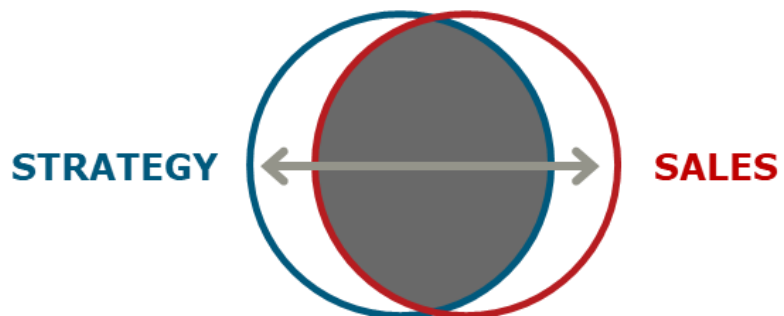


Accessing GREEN HILL MARKETS requires a shift away from the traditional **SALES & STRATEGY** roles.

In the classic role allocation, Strategic Management (STM) determines and Sales executes.



In order to reach GREEN HILL MARKETS, a close cooperation between **SALES & STRATEGY** is important. We call this **SALESTEGY**. Up to two-thirds of innovative B2B business models fail because of sales.



## Death Valley dangers in six areas of sales management



**Employee skills:** If the right sales employee skills are lacking, new business models fail due to the lack of sales employee proficiency during implementation.

**Sales compensation:** If the right sales compensation is lacking, new business models fail due to the sales employees' misdirected motivation.

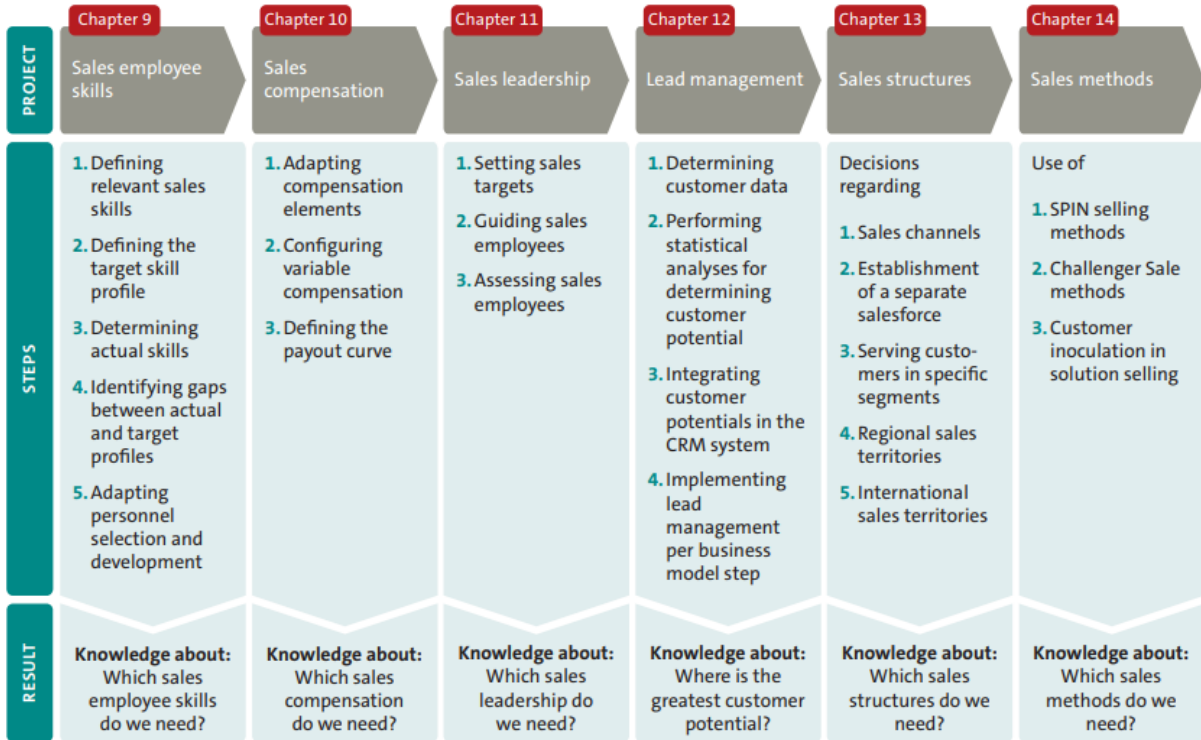
**Sales leadership** If the right sales leadership is lacking, especially from first-line sales managers, there is both a lack of instruction for the sales employees in selling the new business model, which leads to a lack of sales employee proficiency, and a lack of adequate target-setting for the sales employees, which leads to a lack of motivation to sell new business models.

**Lead management:** If customer potentials are not determined systematically and the wrong target customers (leads) are approached as a result, the business model fails because the salesforce will be successful too infrequently.

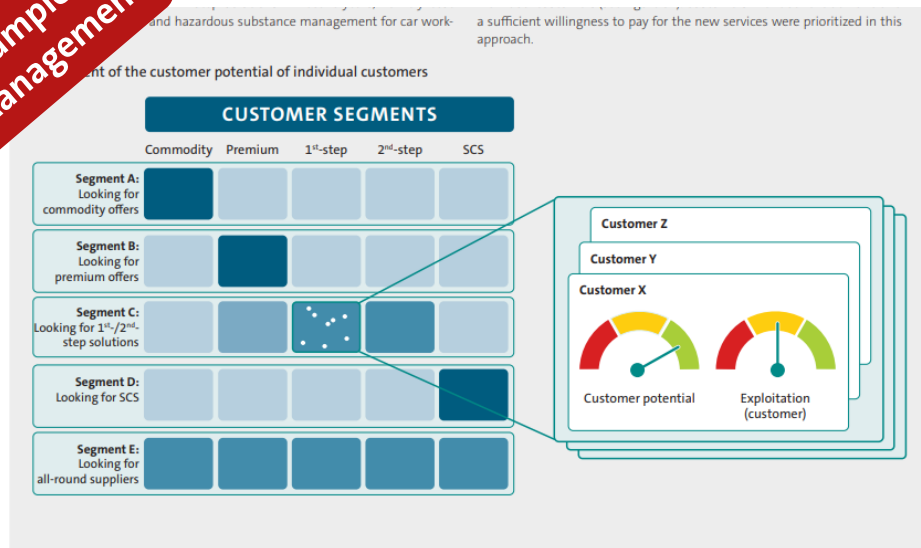
**Sales structures:** If an appropriate sales structure is lacking, customer access will prove to be the stumbling block. This is often the case when a more complex solution business model is to be sold using the same salesforce that has so far been responsible for classic product selling

**Sales methods:** If the appropriate sales method is lacking, customers will not recognize the benefit of even the most innovative solution. The stumbling block here often proves to be the unaccustomed needs determination along the process chains in the customer company.

We have experienced the dangers in the six sales management areas repeatedly in cooperation with our business partners. From these experiences, we have developed project steps to support B2B companies in implementing their new solution business models in sales. The following figure shows individual project steps in sales management with the aim of implementing new business models.



**For example:  
Lead Management**





## The author

### Prof. Jan Wieseke



Jan Wieseke is one of the world's top four sales researchers.\*

He is a tenured professor at the Sales Management Department at the Ruhr University of Bochum and works as a visiting professor at ESMT Berlin and Loughborough University (UK). He has been presented with the national "Professor of the Year" award for the practical relevance of his teachings. He is a member of the Scientific Advisory Board of Prof. Schmitz & Wieseke – Sales Management Consulting, a management consultancy focused on sales.

Year of publication: 2022



Available here

<https://sales-profit-chain.com>

[Amazon](#)

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Available here

<https://salestegy.com>

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\*Over the last decade, he has ranked in the top 20 of all Marketing professors in the "Author Productivity" rankings of the American Marketing Association (AMA) for his research contributions to premier journals. For the topic of Sales, he has consistently ranked among the top four.

The team of [Prof. Schmitz & Wieseke – Sales Management Consulting](#) has many years of experience in sales consulting and research.

 **Our USPs**



- ✓ **Excellent sales & methodical know-how** from our **extensive consulting & research experience**
- ✓ **“Thinking out of the box”** through close **cooperation** with **companies** from **a variety of industries**
- ✓ Close **links** to the **Sales Department** at the **Ruhr University of Bochum**, the **only one of its kind** in **Europe**
- ✓ Access to **scientific & international databases & research know-how**
- ✓ Various **awards** for our **sales expertise** (Professor of the Year, Top 3 in global research ranking, etc.)
- ✓ Driven by **curiosity** to find a **tailored & suitable solution** to **every single problem**

 **Who we are...**



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+ Access to a **pool** of **> 15 external consultants** who contribute to our **projects' success** in their **respective fields of expertise**



*„Wonder where digital business models are leading sales? Read this book to find out”*

Thorsten Schroeer, Director Ecosystem



*„This book contains the code for your future business model – and what it takes to make it happen.”*

Vito Henning, Head of Business – Teroson

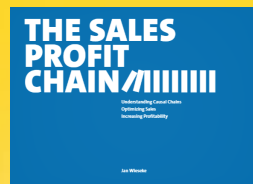


*“SALESTEGY is an excellent manual when it comes to combining sales with strategy.”*

Hans-Juergen Wamser, Vice President Sales Operations – Digital Industries

Find all the endorsements here: <https://salestegy.de/en>

# Take your business to the next level



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