



*"Business Growth Solutions"*

THE REVENUE ACCELERATOR™

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## *From the Editor*



Eric Wiedenmann

**W**elcome to the 36th issue of The Revenue Accelerator™. [Market Development Group](http://WWW.MARKETDEVELOPMENT.NET) (MDG) aims to provide practical revenue and profit generator tools for MDG clients, colleagues and friends. The Revenue Accelerator™ circulation has grown to over 3,500 business leaders worldwide since our first issue was published in 2006. We welcome any suggestions of articles or topics you would like to have included in future issues.

The guest writer in this issue is **Dave Dotzler**.

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## *Customer Satisfaction Survey*

By: Eric Wiedenmann

The Customer Satisfaction Survey from Market Development Group, Inc. (MDG) will generate more sales and profits for you right away, as we help you:

- Identify unmet customer needs – and get more revenue and profits from your current customers.
- Create a High Impact Sales Plan – and get profitable results quickly.
- Clarify your message – and be sure that what you say really drives sales.

#### Here are samples of MDG Customer Satisfaction Survey client success stories:

- A company received a \$6,000,000 contract.
- The results of an MDG Customer Satisfaction Survey was used to drive a successful acquisition by a Fortune 500 company.
- Customer retention rates improved by over 25%.

Since 1997, MDG has successfully identified new revenue generating sources for over 100 small family-owned to Fortune 500 companies in a variety of industries. Our revenue enhancement solutions are quickly and cost effectively crafted to match the needs and capabilities of your company.

Your company should see positive results within 30 to 60 days from an MDG Customer Satisfaction Survey. Call Market Development Group Inc. today at 925-648-0680 or e-mail me at [ericw@marketdevelopment.net](mailto:ericw@marketdevelopment.net) to set up a no-obligation meeting to see how we can help your company increase your sales and profits quickly and cost effectively.

## *Are You Suffering from Sales Alignment Drift?*

By: Dave Dotzler

### **Are you suffering from sales alignment drift? Not sure?**

One of the biggest challenges most companies face is keeping sales execution properly aligned with strategy. Even if a company starts off well it is inevitable that execution drifts out of alignment with strategy for a variety of internal or external reasons. Recognizing and mitigating the top causes of alignment drift is the key to reducing the impact of these often self-inflicted sales inhibitors.

Think of sales alignment drift as similar to driving your car down the freeway and drifting out of your lane. If you drift a little but still stay within your lane it is generally not a big deal. But, if you drift outside your lane it rapidly escalates into a potentially dangerous situation.



Alignment drift is also similar to declining eyesight. When your vision declines it is generally a slow process that occurs over an extended period of time. Because of this the decline often goes unnoticed and therefore uncorrected until something gives us a wake up call that results in recognition of the

problem. That wake up call would ideally serve as a catalyst for taking corrective action. When you put on that new pair of glasses it is often stunning how dramatic the change is. Likewise, correction of sales alignment drift is frequently dramatic as well.

Three commonly experienced areas of sales alignment drift are:

### **Sales Execution & Strategy Drift**

Sales execution drift occurs when daily execution by your sales team drifts out of alignment with your company and sales strategy. This can be due to a variety of reasons but will typically manifest itself in symptoms that include your sales team:

- Trying to sell outside your sweet spot
- Chasing any opportunity – qualified or not
- Going into sales calls underprepared

### **Sales & Marketing Drift**

Alignment drift between sales and marketing occurs when these functions operate as silos rather than in synch. One of the most common examples suffered by many companies is when leads generated by marketing (a.k.a. Marketing Qualified Leads) are not meaningful or actionable to the sales force since they are not considered qualified opportunities by sales (a.k.a. Sales Qualified Leads). Typical common indicators of sales and marketing misalignment include lack of:

- Common goals and metrics
- A joint and common language
- Regularly scheduled interlock meetings

### **Buyer's & Seller's Process Drift**

Alignment drift between your target buyer's process and your selling process is a third common area of alignment drift. This typically occurs either because your selling process has drifted out of alignment or there has been a shift in your buyer's process that may have gone unnoticed. Its symptoms often appear as:

- Longer sales cycles
- Lower probability of sale
- Declining sales velocity
- Declining revenue

If you are experiencing any of these symptoms you may be a victim of alignment drift. The key is recognition of the situation and then turning those insights into action to course-correct and get back on track.

## **Why Automated Tasks are Necessary**

As your business grows, it's exciting and overwhelming all at the same time. But with each step of growth, you need to modify your business to accommodate new products, a larger customer base, more inventory and shipments and so on. If you don't make these adjustments, your customer service and reputation will suffer, and you may end up losing customers. That's where marketing automation comes into play. By streamlining tasks, you can offer the same level of service to your customers.

## **Choose Which Tasks to Automate**

Just about anything can be automated, so you have to pick and choose which tasks are most critical for the growth of your business. For instance, there are programs available to merge your sales quotes, contracts, proposals and other key documents. Other programs automate emails, leads and follow up calls. At the very least, you should have CRM or SRM software available to keep your contacts organized in a database

that everyone can use.

## Benefits to Marketing Automation

There are many benefits to using marketing automation. These include:

- Increases sales
- Efficient lead management
- Saves time and money
- Maintains efficiency
- Provides detailed reports
- Makes the most of your resources
- No one slips through the cracks

Lastly, marketing automation makes sure that no customers fall through the cracks. When you're handling everything manually, it's easy to make mistakes, especially as your business grows. But with automated programs, you have an organized list of contacts, and you're able to measure every aspect of the lead nurturing process. Additionally, rather than selling to customers once, you can use automation software to upsell or cross-sell, resulting in more purchases and more money spent on those purchases.

*Bottom line:* Don't be scared of marketing automation. It's not cold or impersonal. It won't take away from the personal connection you have with customers. If anything, it does the opposite.

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### **About Dave:**


Dave Dotzler is a consultant, coach and speaker on the topic of sales and revenue acceleration.

With over three decades of experience, Dave has built, led and enabled sales organizations responsible for delivering over \$2 Billion for industry leading companies. He holds a Masters Degree in Business and serves on the Board of Directors of the Tri-Valley Consultants Forum.

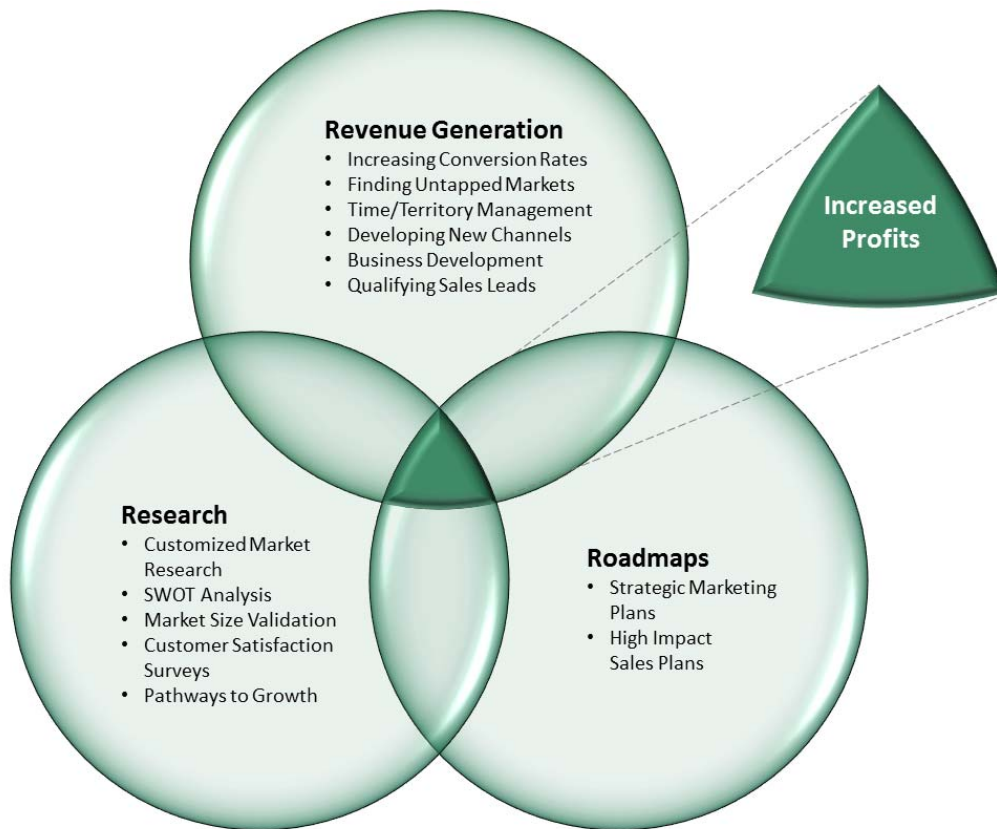
Dave works with high-growth companies help them overcome sales pain and achieve sales gain to accelerate sales and revenue success.

For more information, please contact Compendium Advisors at [Dave@CompendiumAdvisors.com](mailto:Dave@CompendiumAdvisors.com) or 925-984-5381.

*"Accelerating sales by aligning execution with strategy"*



# This Is How [MDG](#) Helps Clients Increase Sales Efficiently and Cost Effectively



Contact [Eric Wiedenmann](#) to learn how [MDG](#) can help increase your company's sales and profit goals quickly and cost-effectively.

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