



The Sales Growth Imperative: How World Class Sales Organizations Successfully Manage the Four Stages of Growth

David J. Cichelli

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Can you handle *SUCCESS*?

With business growth come great things?larger market share, increased revenue, happy shareholders. However, sustaining revenue growth is seldom easy. Sales departments must quickly and seamlessly change sales strategies and tactics to grow sales. Unfortunately, sales departments are often ill-equipped to make the right changes at the right time.

At long last, a solution to this common problem is at hand. It's called the Sales Growth Model™. Created by David Cichelli and his team at the Alexander Group, a leading sales effectiveness consulting company, the Sales Growth Model explains how to keep sales results improving during all phases of market maturity. In *The Sales Growth Imperative*, Cichelli uses his game-changing approach to help you anticipate impending challenges and take the right action, enabling the growth to continue? and the sales department to flourish. He shows you the four stages of business growth and illustrates the challenges of each one:

STAGE 1: START-UP

Growth at an accelerating rate

Challenges: adding additional selling capacity

STAGE 2: VOLUME GROWTH

Growth at a declining rate

Challenges: finding new customers, keeping current ones, and launching new products

STAGE 3: RE-EVALUATION

Little to no growth

Challenges: price management and cost reduction

STAGE 4: OPTIMIZATION

Profitable revenue growth

Challenges: new value proposition, reaching new markets, and specialization

As growth rates change, new sales solutions are necessary. You need to anticipate and execute your own successful sales strategy accordingly. Don't let growth become an obstacle to success. the culmination of 30 years of experience consulting for such companies as FedEx, Verizon, American Express, HSBC, and Starbucks, the Sales Growth Model is the only way to ensure smooth sailing through the surprisingly troubled waters of success.

“David's expertise regarding compensation and sales effectiveness is clearly articulated in *The Sales Growth Imperative*. This book outlines effective tools that can be used at each stage of your business growth.”

?Bruce Dahlgren, Senior Vice President, Managed Enterprise Solutions, HP Imaging and Printing

Group

“Interested in growing your sales? David Cichelli has crafted a comprehensive guide marketing professionals can use to understand and work effectively with their sales teams. . . . If you are in marketing and need to work with your sales force, get this book!”

?John L. Graham, Professor of Marketing, The Paul Merage School of Business, University of California, Irvine

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Eleanor Williams:

Why? Because this The Sales Growth Imperative: How World Class Sales Organizations Successfully Manage the Four Stages of Growth is an unordinary book that the inside of the reserve waiting for you to snap that but latter it will shock you with the secret it inside. Reading this book adjacent to it was fantastic author who write the book in such wonderful way makes the content inside of easier to understand, entertaining way but still convey the meaning entirely. So , it is good for you for not hesitating having this ever again or you going to regret it. This phenomenal book will give you a lot of advantages than the other book have such as help improving your proficiency and your critical thinking way. So , still want to hold up having that book? If I ended up you I will go to the guide store hurriedly.

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