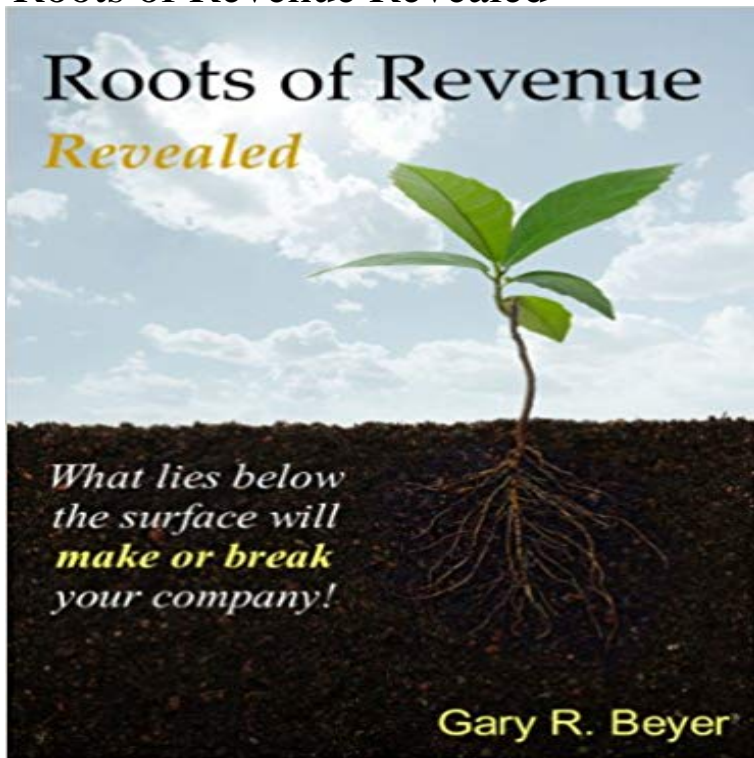


## Roots of Revenue Revealed



If you are a Business Unit executive or P&L manager, you are, by definition, responsible for the profit and loss results of your organization. This often puts managers in a very awkward and uncomfortable position. To be successful they need an ability to influence revenue creation, but may discover they have no control over the Sales or Marketing functions within their organization that typically produce those revenues. How can someone be expected to manage results when they do not control the mechanisms that drive results? On the other hand, even if you do have some degree of control over Sales and Marketing, you still may not have a sufficient background in Sales & Marketing concepts necessary to help you manage and leverage that part of your business to drive the results you need. In the course of this Guide, you will discover a number of useful insider secrets, including: \* the 2 most important things you need to drive Sales (hint, its not salespeople); \* why some great salespeople fail while poor salespeople succeed; \* why your sales pipeline may be largely a work of fiction; \* one simple technique to get the most value out of Marketing; \* why your CRM may have been sabotaged by the Sales staff; \* suggestions to help you gain an advantage over lower-cost competitors; \* ideas to help you vertically align your organization for maximum results.

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