

5 MISTAKES TO AVOID WHEN EMBARKING ON A LOCAL SALES AND MARKETING INITIATIVE

5 “GOTCHAS” BELOW ARE COMMON MISTAKES ORGANISATIONS MAKE WHEN EMBARKING ON AN INITIATIVE TO BETTER SUPPORT LOCAL SALES AND MARKETING EFFECTIVENESS.



1

PLACK OF A STRATEGY (OR THE CART BEFORE THE HORSE...)

Having a local sales and marketing infra-structure is important but not until you have a strategy. What ingredients do they need to be successful? Do we have a sales enablement problem? Do we need to motivate and incentivise new behaviours? Do local marketing have access to our marketing and brand materials in a timely and helpful way? These questions need to be considered in an overarching strategy.

2

TRYING TO BOIL THE OCEAN

It's great to have a vision for change and a roadmap for developing local sales and marketing capabilities, with all the necessary actions for process, people and technology. However, organisations often overstretch themselves by setting unrealistic goals setting themselves up to fail. The result is disappointed local sales and marketing reps and disillusioned internal stakeholders. Be focused and set SMART goals from day one.

3

LACK OF SENIOR SPONSORSHIP

Senior sponsorship for your local sales and marketing initiative, as for all large change programmes, is essential for success. Initiatives like these are often complex and often cross organisational boundaries, it takes a brave individual to step up to the challenge. After all, the results of failure are often career limiting. Unless the initiative comes from close to the top, the resultant organisational teams, actions and objectives are likely to be a compromise that leaves the project in no-man's-land.

4

NOT INVOLVING LOCAL SALES AND MARKETING STAKEHOLDERS SOON ENOUGH

These guys are working at the coalface - they are the manifestation of your brand, products and services. Understanding what they need to be more productive, effective and successful is essential for building internal plans and prioritising a vendor's efforts. Before you set out your strategy, talk to your partners, look at the data you hold (providing it is up to date!) and find out what is important to them. Their perspective on the market and what they need to ensure success may be quite different to yours!

5

NOT ENOUGH COMMUNICATION

Organisations often spend huge amounts on local sales and marketing initiatives but forget to train and educate stakeholders what tools and services are available to boost their sales and marketing activities. In our experience 'local' communications are critical to the success of any initiative and to short change these budgets is a false economy.