

## Is your organisation facing a significant inflexion point in its growth?

Maybe you're trying to [cross the chasm](#) into mainstream markets... expanding your sales organisation... placing an increased emphasis on marketing... seeking to build an effective partner channel... or launching new products or services?

### “Business as usual” might no longer be enough...

Despite the progress you've achieved to date, you probably sense that simply adding more resources to “business as usual” is not going to be enough to take your company to the next level. Mastering the challenge of change - and seizing the opportunity in front of you - is going to need a different perspective.

I've been fortunate enough to have worked for and with many companies that successfully mastered this challenge - and frequently emerged as market leaders. Their success invariably created significant rewards for the management, employees and investors - and we had a lot of fun along the way!



### Mastering the challenge of change...

At times of critical transformation, three factors seem to consistently differentiate these winning organisations from their competitors (and it was rarely down to having the “best” product):

- They went far beyond the usual “customer centric” lip service and created an organisation with true [customer focus](#) - one in which every employee had a clear sense of who their most valuable prospects were and how and why they chose to buy...
- They built on this company-wide customer focus to achieve an exceptional level of [sales and marketing alignment](#) in which every campaign, initiative and action was targeted at facilitating a key stage in their prospect's buying decision...
- And they established [scalable and repeatable processes](#) that defined the most effective way of finding, winning and developing customers - yet which were sufficiently flexible and agile to react and adapt to changes in the business environment

### Transforming vision into reality...

You'll probably observe a pattern here: the successful organisations didn't just have winning strategies - more importantly, they demonstrated an impressive ability to execute, and the capability to transform their vision into an effective reality.

These companies recognised that exploiting their new opportunities was going to require fresh thinking and a new perspective - and were able to master the challenge of change and to establish a single-minded alignment across every aspect of their business.

### A question of bandwidth...

Now, this probably just sounds like common sense. It's likely that you already have some similar programmes in place. But I've observed that many otherwise promising organisations become so focused on the day-to-day that they risk losing the ability to step back and see the big picture. Or they simply lack the management bandwidth to put these essential initiatives into practice fast enough.

I've incorporated the best practices I observed in these winning companies into a simple [12-point methodology](#) that provides a framework for systematically bridging the gap between strategy and execution and converting vision into reality. It provides a consistent evidence-based foundation for the work that I do with clients to help them navigate their inflexion-points and build scalable businesses.



### Will the effort be worth it?

[CSO Insights](#) benchmarks the challenges faced by today's sales and marketing organisations. They track trends in the use of people, process, technology and knowledge to improve sales effectiveness. Each year, they survey thousands of sales leaders from around the world to identify the challenges they see as most critical.

They found that companies that had successfully adapted their selling process to keep pace with the changes in b2b buying processes managed, on average, to:

- Increase the number of sales people on quota by nearly **30%**
- Improve sales win rates by more than **20%**

These organisations were significantly outperforming their competitors despite the challenging economic climate - and establishing significant market share gains.

### Maybe I could help...



I work with no more than a handful of clients at any one time, helping them achieve the focus, alignment and process necessary to realise their organisation's full potential.

I typically perform the sort of role that would usually be the responsibility of a full-time Chief Operating Officer or a VP of Field Operations in a larger company - but I offer my expertise on-demand.

Perhaps I could provide some of the bandwidth, expertise and experience that you need to transform your operations in an affordable, low risk way? Why don't we at least explore the possibilities? It will take less than an hour of your time and if I don't think I can help, I'll tell you straight away.

But if it appears that I can contribute, I'll respond with some ideas about how by working together we might be able to help you achieve your organisation achieve its ambitions faster. Either way, it strikes me that you've probably got very little to lose. You can [contact me here](#)...

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