## Marketing & Sales Programs

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### Aligning Strategy and Sales

**What You Will Learn**

- Examine the connections between business strategy and sales processes and develop a strategic sales approach optimized for your business. Build a high-impact sales team and processes that deliver results and improve return on investment.

**Key Benefits**

- Ensure that sales recruitment, development, compensation, and performance management systems support corporate strategy.
- Define target customers and the best methods for reaching them.
- Develop account management and segment management strategies based on customer profitability.
- Build and nurture the best sales talent and go-to-market approach for each product or segment.
- Coordinate sales activities across different sales groups and throughout the enterprise.

**Who Should Attend**

- Executive decision-makers—including general managers and heads of business functions—involved in defining, communicating, hiring, managing, budgeting for, and measuring a company’s go-to-market strategy and sales efforts.

### Driving Profitable Growth

**What You Will Learn**

- Equip yourself to lead business expansion by examining the nature of growth as a process—from strategies to risks to decision points. Prepare to overcome expansion challenges, discover new avenues for growth, and manage your organization’s growth curve with confidence.

**Key Benefits**

- Identify market opportunities and set the best pace of growth.
- Develop the right strategy for your company—scaling up or scooping out.
- Leverage growth to strengthen your competitive position.
- Manage financial aspects of growth.
- Retain and evolve your corporate culture as you grow.
- Build the talent, leadership, and processes you need to achieve growth objectives and to thrive at each stage.

**Who Should Attend**

- Senior leaders tasked with driving growth in midsize to large organizations.
- CEOs, general managers, and division heads focused on strategy, new business acquisition, and operations management.

### Managing Sales Teams and Distribution Channels

**What You Will Learn**

- Design and lead a go-to-market system that meets business goals, addresses customer demand, and optimizes sales outcomes. Build the capabilities needed to execute your go-to-market strategy through the right combination of channels.

**Key Benefits**

- Analyze route-to-market options and decide when to sell directly to a customer, to a retailer, through a distributor, or through a wholesaler.
- Design and manage a multichannel network.
- Minimize tensions between channels.
- Effectively recruit, compensate, and motivate your sales force.
- Build strong relationships with distribution partners.
- Leverage data and technology to improve sales.

**Who Should Attend**

- Executives directly or indirectly responsible for go-to-market strategy or sales activities, including:
  - Heads of sales, marketing, or distribution.
  - Regional sales managers.
  - Channel managers.
  - Key accounts managers.
  - Human resources managers.

### Marketing in the Digital Era—Virtual

**What You Will Learn**

- Help your organization thrive in the era of digital marketing and digital business models. Discover how to generate more value for customers and more business growth through an integrated strategy that blends proven marketing approaches with the latest innovations.

**Key Benefits**

- Assess the economic impact and viability of social media and digital business strategies.
- Identify the right growth strategy—and align marketing to match.
- Balance performance and brand marketing as you fine-tune your brand management.
- Make strategic tradeoffs with a better understanding of marketing implications.
- Assess the performance of your marketing function, including talent, programs, and infrastructure.

**Who Should Attend**

- Senior marketing executives in any industry.
- General managers and entrepreneurs responsible for business growth.
- CEOs and other senior leaders who manage large marketing budgets for their organizations.