# Marketing & Sales Programs

**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

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**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

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**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

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**Strategic Marketing Management**

**What You Will Learn**

Dive into new strategies for segmenting markets, positioning your offerings, and employing digital channels and social media. Develop and implement an integrated, customer-centric marketing strategy that generates growth for your business.

**Key Benefits**

- Analyze markets, customer needs, and buying behaviors
- Develop marketing strategies that address business shifts
- Optimize your product and/or services to deliver real value to customers
- Determine the strengths and weaknesses of competitors/substitutes and differentiate your offerings
- Align marketing strategies with business objectives
- Assess the performance of your marketing function, including talent, programs, and infrastructure

**Who Should Attend**

Marketing executives at all levels in B2B or B2C companies of any size or stage

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**Website**

www.exed.hbs.edu