Developing Competitive Value Propositions in Distribution

**PROGRAM OUTLINE**
- How to link sales and marketing to shareholder value?
- Sales & marketing strategy
- Market segmentation
- Value proposition
- Business development
- Customer stratification
- Marketing communications
- Sales force design & development
- Sales force management

**WHO SHOULD ATTEND**
- Sales & Marketing VP
- Sales & Marketing Directors
- Marketing Manager
- Regional / Functional Heads

**KEY TAKEAWAYS**
- Proven and structured approach to assess your sales and marketing processes
- Ready-to-use process assessment toolkit
- Tools to communicate value of best practices to top management
- Roadmap for increasing sales force effectiveness
- Achieve revenue growth & cash flow
- Real-world case studies
- Team exercises

“I am blown away by the scope of this Sales and Marketing Optimization book and the depth of knowledge and real-world experience it contains. I only wish I had a reference like this at the beginning of my career. Fortunately, I have it now and it’s not too late to do something with it! This book is very actionable with constant emphasis on measurable results at the shareholder and stakeholder levels. This is simply the best sales and marketing book for distributors that I have ever read!”

- Byron Potter, Vice Chairman and CEO, Dallas Wholesale Builders Supply, Inc.

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**SALES AND MARKETING FRAMEWORK**

Linking Sales and Marketing Processes to Shareholder Value & Customer Service

1.5 DAYS

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**SALES AND MARKETING OPTIMIZATION**

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NOLAMMERS - Barry Lawrence, NAW Institute