

The CSO's Guide to Transforming Sales

The Go-to Resource for Any Sales Manager Interested in Transforming Their Sales Organization

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/EINPresswire.com/ -- CSO Insights, the leader in sales and marketing effectiveness research, has released its latest publication, The CSO's Guide to Transforming Sales is based on twenty years benchmarking best-in-class sales organizations and innovative thought leaders in sales management who have successfully transformed their sales organizations and are reaping the rewards for having done so. This

seventy-three page resource guide is targeted specifically to sales leaders to help them undertake and successfully implement a [sales transformation](#) initiative in their own sales organization."Undertaking a sales transformation initiative is not for the faint of heart," says Barry Trailer, Managing Partner at CSO Insights, "but it's a must for firms to survive in today's world where product lines are expanding, sales cycles are lengthening, new competitors are everywhere, and, worst of all, some buyers feel they no longer need sales reps to help navigate them through their buy cycle."



This interactive guide provides insights and recommendations pertaining to:

1. Why Sales Transformation Initiatives Fail to Fully Deliver – outlines the 9 pitfalls or mistakes a company can make to derail their project.
2. The Sales Transformation Pyramid – shows how to create a solid foundation for sales transformation and how to get buy-in from all stakeholders.
3. A Roadmap for Sales Transformation Success – guidelines on how to structure the sales transformation team to do the right things the right way to ensure success.
4. Determining the ROI of Sales Transformation – overviews how to determine the ROI for the investments necessary and to clearly understand the payback.

Real-world sales transformation success stories from companies like SAS, National Instrument, and Fairchild Semiconductor are featured in the Sales Transformation in Action Library where you'll find how to deepen customer relationships by leveraging technology and cloud computing

to make account planning part of your reps' daily workflow. Or, how to shorten sales cycles and increase pipeline visibility by implementing CPQ with decision path logic and calculations for companies that have complex and interdependent solution offerings.

"As sales leaders start their sales transformation journey," says Jim Dickie, Managing Partner at CSO Insights, "it is important they realize that it is not easy; it is not fast; it is not cheap. But also remember: it is not an option!"

The CSO's Guide to Transforming Sales is officially released April 1st. CSO Insights welcomes you to download a complimentary copy of The Guide so you can get started on your sales transformation initiative.

About CSO Insights

CSO Insights is a sales and marketing effectiveness research firm that specializes in measuring how companies leverage people, process, technology, and knowledge to improve the way they market and sell to customers. For over twenty years, CSO Insights' surveys of over 20,000 sales effectiveness initiatives have been the standard for tracking the evolution B2B sales, revealing the challenges that are impacting [sales performance](#), and showing how companies are addressing these issues.

Media

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