

What You Don't Know About Sales Can Hurt Your Strategy

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Sintesis

The goal of strategy is profitable growth, meaning economic value above the firm's cost of capital.

Most often, the single biggest driver of cash-out and cash-in is the selling cycle, that's why a well defined strategy can help your whole company grow.

Interactions with customers affect all core elements of enterprise value and, in many firms the sales force *is* the sum of those interactions.

For example, as a leader, you can worry prudently and diligently all you want about disruptive innovations in your industry, but you need a sales channel aligned with strategy to do something about it.

Comentarios

Based on this text, I can see that when loooking for a sales strategy it's crucial to be consistent across the whole business, that's why, it has to match my values, the customers' and workers'.