

BEYOND e

12 Ways Technology is Transforming Sales and Marketing Strategy

STEPHEN DIORIO

STEPHEN DIORIO is founder and president of IMT Strategies, a sales and marketing strategy firm specializing in the application of new technology to grow sales. He has formerly worked as a marketing executive with Citicorp Direct Marketing and GE Sales and Marketing. Mr. Diorio has consulted with IBM, American Express, Gillette, GE and the Interpublic Agencies. He is a graduate of the University of Chicago and Bucknell University.

The Web site for this book is at www.imtstrategies.com.

SUMMARIES.COM is a concentrated business information service. Every week, subscribers are e-mailed a concise summary of a different business book. Each summary is about 8 pages long and contains the stripped-down essential ideas from the entire book in a time-saving format. By investing less than one hour per week in these summaries, subscribers gain a working knowledge of the top business titles. Subscriptions are available on a monthly or yearly basis. Further information is available at www.summaries.com.

MAIN IDEA

The key marketing challenge of the present era is not simply to add an e-commerce department to the existing business. Instead, good marketers are becoming much more proactive – they are using new technology creatively to grow market share and create entirely new revenue streams.

To achieve that, marketers are re-engineering their business engines in some very specific ways:

- They are taking them apart – by analyzing how sales have been generated in the past.
- Next, they are deciding which parts are worth investing in, and which parts are no longer all that relevant.
- Then, they are “supercharging” those parts that make sense – by introducing new technology.
- And finally, they are then reassembling their business engines in modules that can be changed and upgraded in the future.

Put differently, most companies are not good enough at changing the way products and services are packaged, marketed, sold and supported. Technology is evolving so rapidly that very few companies actually take full advantage of all the opportunities to improve that become available to them. Smart marketers understand that, and turn technology chaos into a competitive advantage. They use technology to come up with revenue engines that are faster and more efficient, allowing them to grow faster than everyone else in their industry.

The objective for marketers is not to try and use every piece of new technology that appears. Instead, smart marketers will integrate those parts that make sense to create the revenue-growth engines of the future.

“Business leaders today are looking beyond e-business hype to understand how selling technologies can actually help them grow revenues and make their customers happier. For years, technology held out the elusive promise of turning sales and marketing systems into high-performance engines of revenue growth. Most of us are still waiting for the results, generally because we failed to recognize how technology has changed the playing field and did not adjust our game plans enough to exploit its potential. Meanwhile, the best companies are cleverly taking advantage of established advances in communications networks, databases and new media to stretch their sales and marketing budgets farther and stay one step ahead of the needs of their customers. The success of companies like Dell Computer, IBM, Charles Schwab, Amazon and e-Bay shows that marketers who experiment with technologies as they emerge, and figure out how to best use new tools to support their selling approach, can gain competitive advantages in their markets.”

– Stephen Diorio

Section 1 – Strategies for Adapting the 4P’s to Technology Pages 2 - 3

Section 1
Strategies for Adapting
the 4P’s to Technology
(Product-Price-Placement-Promotion)

- | | |
|---|---|
| 1 | Repackage and redesign products for technology powered channels. |
| 2 | Harness the online marketplaces – where consumers have more power. |
| 3 | Develop branding strategies which are relevant and appropriate for online buyers. |
| 4 | Integrate and use the new interactive direct marketing tools. |

Section 2 – Strategies for dealing with Channel Conflicts and Other Partner Issues Pages 4 - 5

Section 2
Strategies for Dealing with
Channel Conflicts and
Other Partner Issues

- | | |
|---|---|
| 5 | Manage multiple sales and marketing channels simultaneously. |
| 6 | Help field sales personnel use new technology to add value. |
| 7 | Reach markets through networks of partners, media and intermediaries. |
| 8 | Transform call centers into strategic sales and marketing assets. |

Section 3 – Strategies for Changing the Way Sales and Marketing Managers Work Pages 6 - 7

Section 3
Strategies for Changing
the Way Sales and Marketing
Managers Work

- | | |
|----|---|
| 9 | Organize around customers and processes, not products and business units. |
| 10 | Master delivering excellent customer service across many channels. |
| 11 | Build in effective customer exit barriers. |
| 12 | Learn how to manage a new universe of outsource suppliers. |

Key Thoughts Page 8

Summaries.Com

The Ultimate Business Library



We condense **300+ page** business books into **8-page** summaries.

By reading summaries, you'll get the **key ideas** in **30 mins**, so you can spend more time turning your ideas into **dollars**.

Knowledge is Power — Invest in Your Future

For just **\$2 per week**, you will...

- Learn from the mistakes and success of the smartest people in business;
- Get fresh ideas, strategies & motivation that could be worth millions to you;
- Follow emerging trends, so you can catch the wave before your competitors do;
- Catch up on the classics you always wanted to read.

1,000 Top Business Book Summaries

Our catalog includes summaries on a range of topics for aspiring entrepreneurs, managers, and consultants.

BUSINESS PLANS

MANAGEMENT

PRESENTATIONS

SALES

LEADERSHIP

MOTIVATION

STRATEGY

AND MORE

