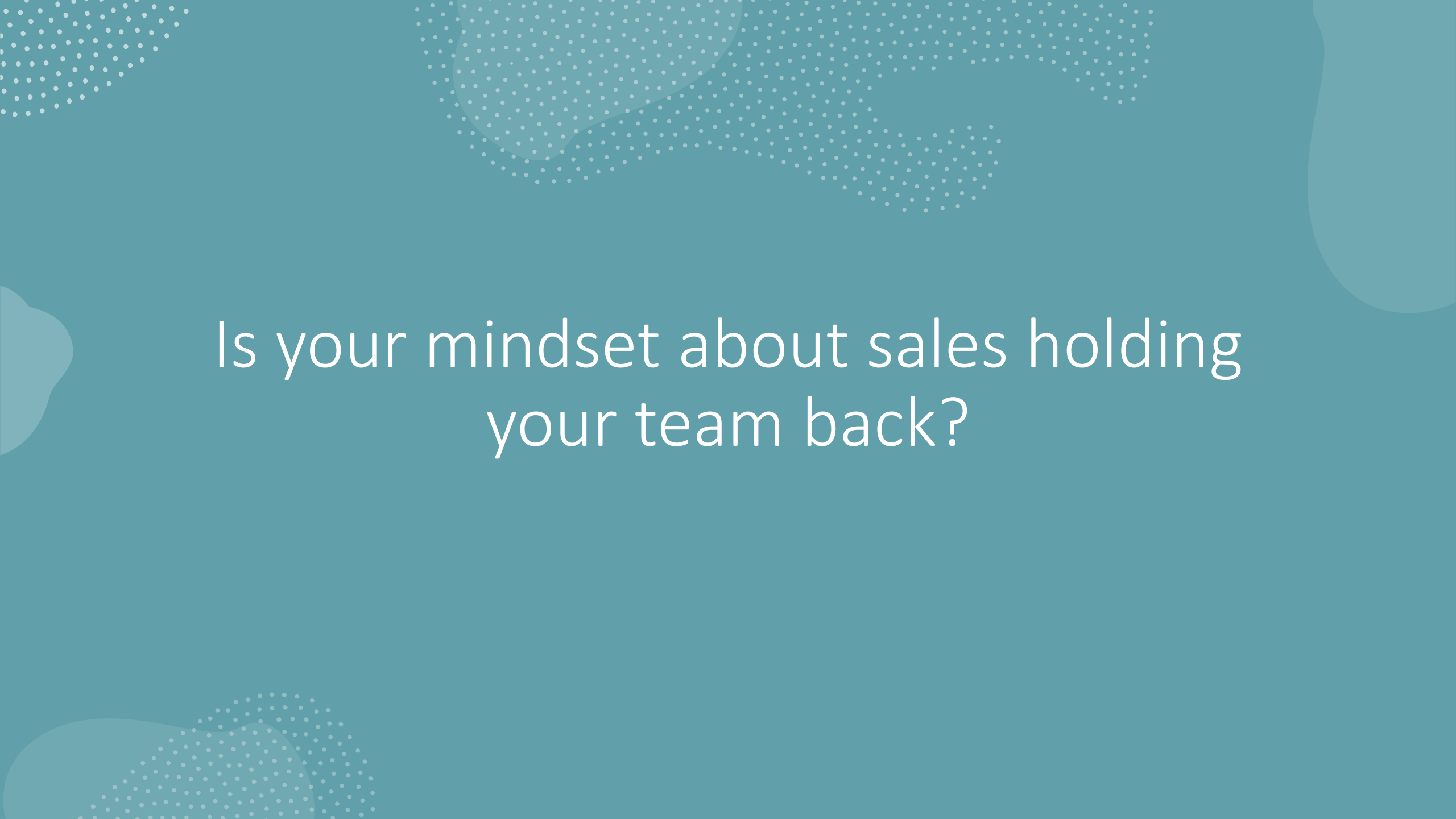




**Could you be  
preventing  
sales?**

The background is a solid teal color. It features several decorative elements: a cluster of white dots in the top-left corner, a larger, irregularly shaped area of white dots in the top-center, a solid teal shape on the right side, a solid teal shape on the left side, and another cluster of white dots in the bottom-left corner.

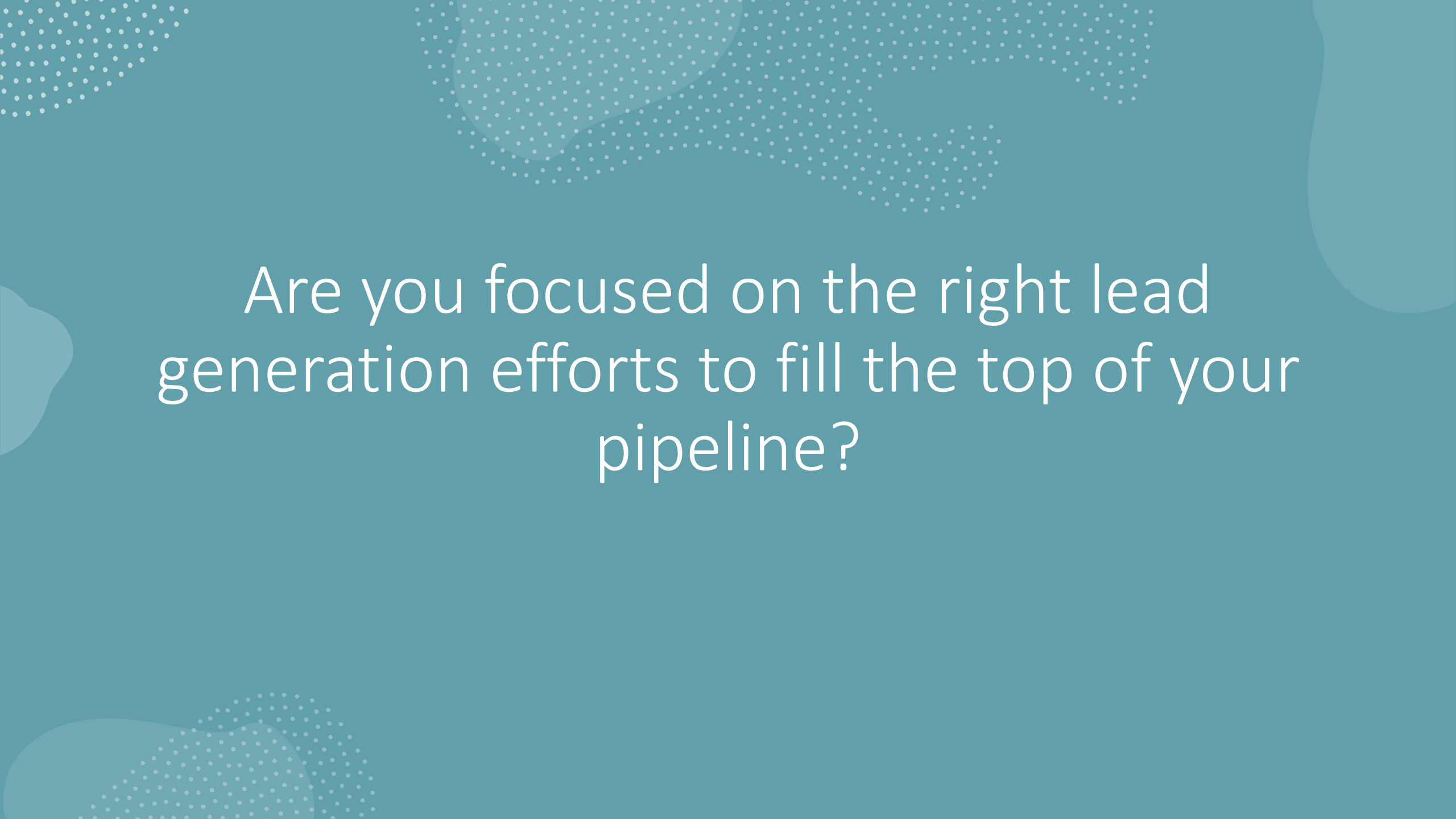
Is your mindset about sales holding  
your team back?

The background is a solid teal color. It features several decorative elements: a cluster of white dots in the top-left corner, a larger, fainter cluster of white dots in the top-center, a solid teal shape on the right side, and another cluster of white dots in the bottom-left corner.


Have you communicated a clear vision for sales, marketing and customer success when it comes to customer engagement?

The background is a solid teal color. It features several decorative elements: a cluster of white dots in the top-left corner, a larger, irregularly shaped area of white dots in the top-center, a solid teal shape on the right side, a solid teal shape on the left side, and another cluster of white dots in the bottom-left corner.

Are you encouraging sales, marketing and customer success to align?

The background is a solid teal color. It features several decorative elements: a cluster of white dots in the top-left corner, a larger, irregularly shaped area of white dots in the top-center, a solid teal shape on the right side, a solid teal shape on the left side, and a cluster of white dots in the bottom-left corner.

Are you focused on the right lead generation efforts to fill the top of your pipeline?

The background is a solid teal color. It features several decorative elements: a cluster of white dots in the top-left corner, a larger, irregularly shaped area of white dots in the top-center, a smaller cluster of white dots in the bottom-left corner, and a large, light-teal abstract shape on the right side.

Is your team in agreement on the strategy for customer acquisition, retention and growth?

The background is a solid teal color. It features several decorative elements: a cluster of white dots in the top-left corner, a larger, irregularly shaped area of white dots in the top-center, a solid teal shape in the top-right, a solid teal shape in the middle-left, and another cluster of white dots in the bottom-left.

Are your sales leaders training their teams  
on the most modern sales methods?

The background is a solid teal color. It features several decorative elements: a cluster of white dots in the top-left corner, a larger, irregularly shaped area of white dots in the top-center, a solid teal shape on the right side, a solid teal shape on the left side, and another cluster of white dots in the bottom-left corner.

Is there friction in the buying process that  
you could remove?

More of the  
same won't  
work, you'll  
have to do ...

---

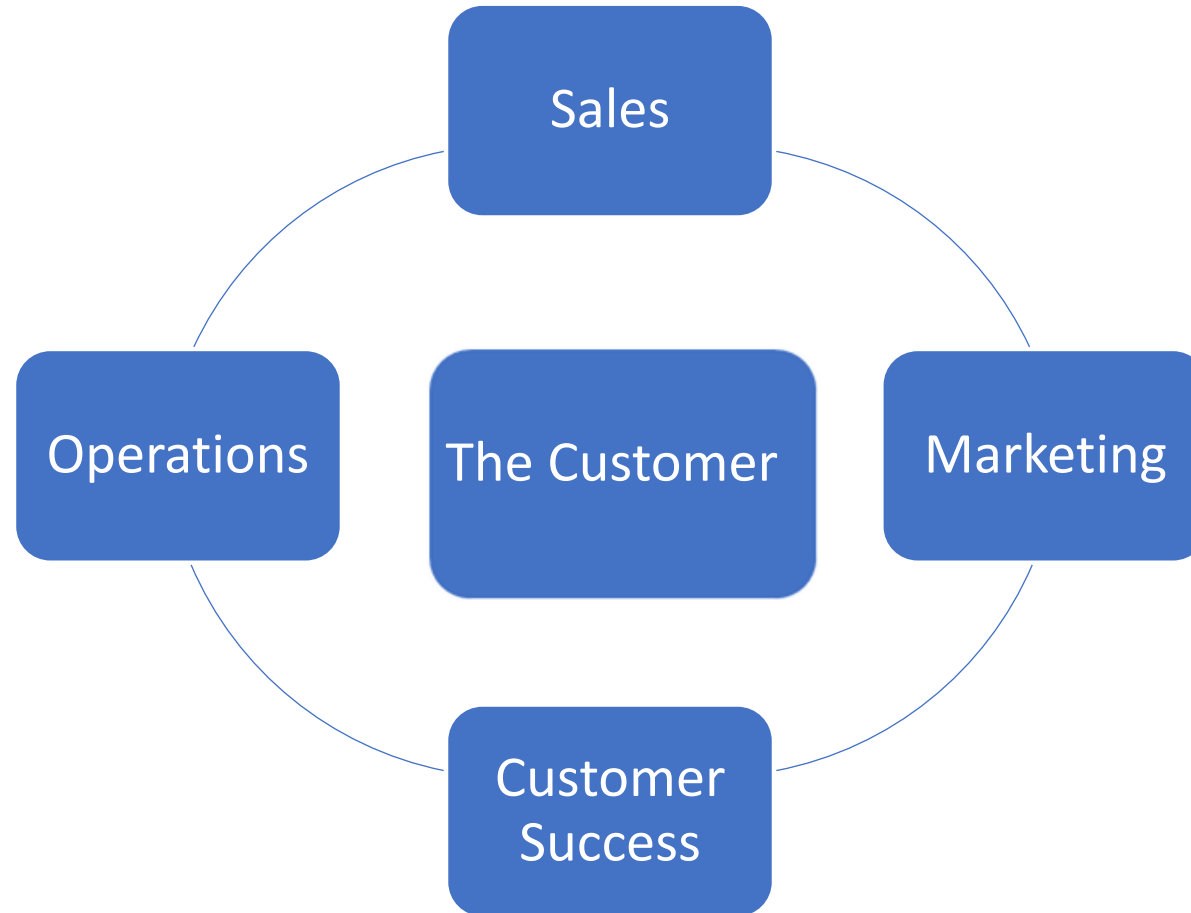




# **The CEO Needs to Lead the Sales Vision and Strategy**

With your team

# Build a strategy to align around the customer



# Addressing Evolving Customer Buying Behavior



Upskill **sellers** so customers do want to talk to them

or



Invest in **digital** to align to customers' evolving preference

■ ■ ■ **Or both**

# Get your team focused on Customer Engagement

---

- Across all departments
- Across all channels
- Across the customer journey





# It's The Customer Journey

Not your sales process



How can CEOs drive sales growth in any market?


**Ask**



**What does your sales team need to be successful?**

**What does your  
customer need to  
be successful?**





**How do you align your  
company around customer  
success?**



[www.aliceheiman.com](http://www.aliceheiman.com)

Alice Heiman, LLC is a leading sales consultancy for B2B, high growth companies, strategizing with CEOs, company leaders and their go to market leadership to build the strategies and structure to find new business and grow existing accounts to increase revenue and the company valuation.

*“Heiman is a diligent student and teacher of what works. She is among the world’s leading experts on the complex sale.”*

**Forbes.com**

# Connect With Me!



[Alice Heiman](#)



[ALICE@ALICEHEIMAN.COM](mailto:ALICE@ALICEHEIMAN.COM)



775.852.5020



AliceHeiman