

TOP-15 BEST PRACTICES

FOR MARKETING, SALES AND CUSTOMER-RELATIONSHIP PROCESSES



- 1. Selection** (*using aptitude assessments*) **and training of customer-facing people** (*inside and outside sales, sales support, field support, and customer service*)
- 2. Customer-care/account-management policies**
- 3. Customer-feedback process**
- 4. Strategic planning**
- 5. Strategic marketing**
- 6. Internet Search Engine Optimization (SEO)**
- 7. Using CRM strategies to become customer-centric**
- 8. Management of salespeople**
 - Recruiting, interviewing, goal setting and compensation plans
- 9. Customer-focused newsletters**
- 10. Marketing messages** (*KA, GD, ROI*)
- 11. Prioritization of opportunities**
- 12. 20-step new-business capture process**
- 13. Sales process**
- 14. Presentations**
- 15. Proposals**