

Sales and marketing solutions – implementation focus

METL believes that organizations are essentially value chains that exist to satisfy a need. Sales and marketing departments are entrusted with the responsibility to identify these needs at market level/ segment level and satisfy those. METL conducts sales strategy workshops that help you design focused solutions that are strategic in nature.

METL's proprietary research with over 75 organizations and interviews with over 40 CEO's provides a deep insight and enriches the various solutions that METL designs for its clients.

Sales and marketing have traditionally been understood from the perspective of the traditional fast moving consumer good models and has been reduced to a promotion, distribution and brand building. These are being challenged and being replaced by the relationship building models with the channel partners and the community of users. Wherever excessive indirect expenses were being incurred, they are either being scrutinized or new competitors with more value added offerings are coming in the fray.

The complete domain of sales and marketing is getting redefined and METL is at the leading end of providing sales and marketing solutions and building new perspectives. Some aspects that are focused upon are:

- Understanding markets – a sales perspective
- Customer and consumer needs
- Building the value proposition
- Sales architecture
- What customers pay for?
- Pricing model – transactional to success based
- Global thoughts
- Agile sales organization
- Reach – Increasing depth and breadth
- Sales and Entrepreneurship
- Engaged sales organization – mindset for more
- Handling Competitive Environment
- Design of a Sales System
- Leadership in Sales Organization

About METL

METL is a management consulting organization dealing in niche area of management productivity improvement solutions. It works with empowered task forces and leadership team who want to build their organizations and drive change. It identifies areas where substantial leverage can be achieved and suggests definite ways to build those areas. The key areas of expertise are:

- Identifying your organization's core competence
- Increasing managerial productivity to global standards
- Substantially increasing speed of decision making in your organization

METL undertakes whole system analysis to arrive at the areas that require intervention. The areas range from core competence, organization structure, decision making, capability building for sustainable growth.

As a part of the senior management team you know the challenge your organization faces. You should call METL if you foresee any of the challenges listed below and want to fix them proactively.

- Have an implementation challenge in your organization
- Want to design a robust growth strategy for your organization
- Have a flat growth over the past few years and want to arrive at the root cause to be fixed
- Have a management team that is unable to decide on big/ right things
- Want to build a world class capabilities in your organization

Contact us

Please feel free to contact us at contactmetl@metl.in

Phone number: 0091 99660 27808

METL is based out of Hyderabad, India.