



Sales Growth: Five Proven Strategies from the World's Sales Leaders

Thomas Baumgartner, Hodayoun Hatami, Jon Vander Ark

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A comprehensive guide to how companies can drive sales growth

Finding growth today can be an enormous challenge for companies in a complex and fast-changing business environment. There are no simple solutions, but in *Sales Growth*, experts from McKinsey & Company provide a practical blue-print for achieving this goal by revealing what world-class sales executives are doing right now to find growth and capture it—as well as how they are creating the capabilities to keep growing in the future.

Broken down into five overarching strategies, this book focuses on the valuable lessons that power growth, including how to get ahead of the competition by taking advantage of trends and turning complex analysis into simple guidelines that sales reps on your front line need to sell better. Page by page, you'll learn how successful sales executives find untapped pockets of growth, act like locals to make the most of emerging markets opportunities, and power growth through digital sales. You'll also discover what it takes to find big growth in big data, develop the right "sales DNA" in your organization, and improve channel performance.

- Based on interviews of more than 120 of today's most successful global sales leaders, from a wide array of B2C and B2B organizations
- Offers real-life examples of how successful sales leaders overcame the challenges encountered in the quest for growth
- Contains insights on finding growth before your competitors, optimizing sales operations and technology, developing sales talent and capabilities, and much more

Created *by* sales executives *for* sales executives, this book will provide you with the practical guidelines and useful insights to drive sales growth today and in the future.

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