



Selling Through Someone Else: How to Use Agile Sales Networks and Partners to Sell More

Robert Wollan, Naveen Jain, Michael Heald

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Experience the growth multiplier effect through transforming the distribution and sales network

Selling Through Someone Else tackles new opportunities to drive company growth by taking a fresh look at the customer smart distribution and sales process. The authors, from Accenture, one of the world's largest consulting companies, explain how companies can be smarter about what their customers truly want and maximize the return on investment from all available resources for growth opportunities by exploring creative distribution options, including leveraging partners, online outlets, iPads/tablets, your traditional sales force, and more.

Selling Through Someone Else demonstrates that traditional approaches are no longer effective and how, by capitalizing on converging forces, companies can transform their "sales" approaches to grow revenue, and enhance customer and brand loyalty.

- Explores how globalization, new competitors, and low-cost threats are reshaping the way sales is happening today, and how to prepare your company to be successful in this new dynamic and iterative selling model
- Shows how analytics, the shift to digital selling and mobile sales tools, and new approaches to sales operations can reshape the entire sales function
- Demonstrates how new ecosystems of partners are created, managed, and incented to drive greater sales and profitability

Accenture has helped numerous clients collaborate across IT, Sales, and Marketing to dramatically grow distribution and adapt to the different "playing field" of today. *Selling through Someone Else* applies the trends and lessons learned from Fortune 500 and Global 500 companies to mid-sized enterprises and small-medium businesses owners.

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