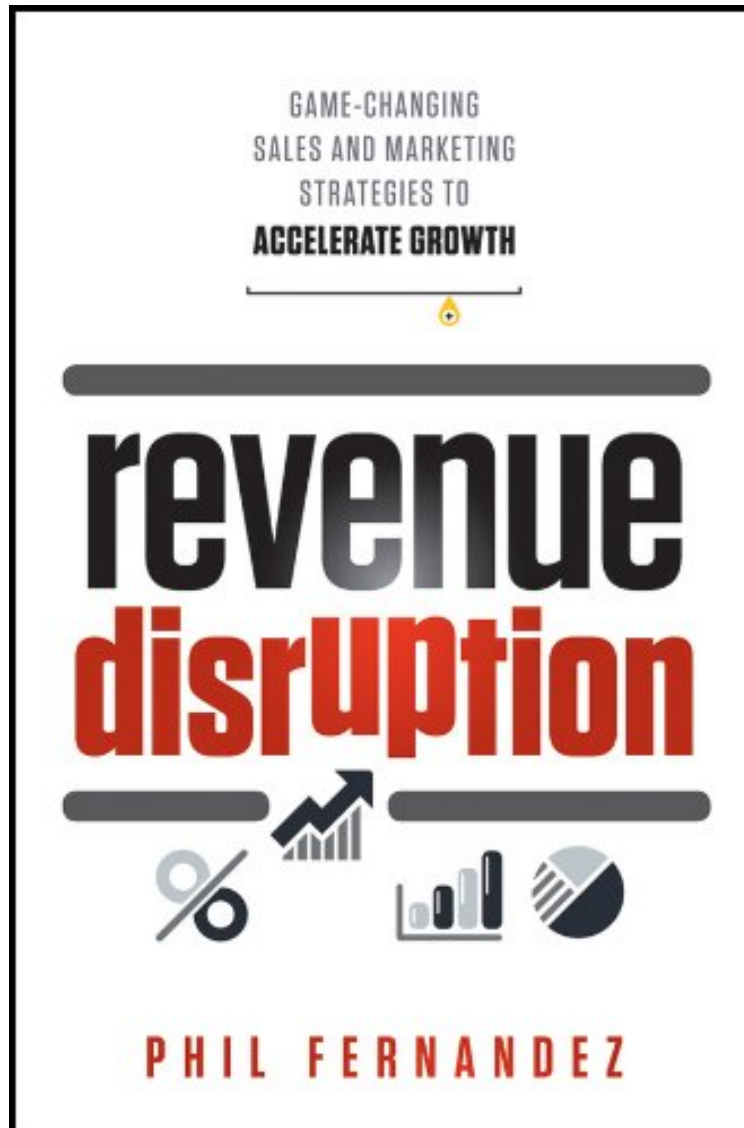


# Revenue Disruption: Game-Changing Sales and Marketing Strategies to Accelerate Growth

*Phil Fernandez*

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**Phil Fernandez : Revenue Disruption: Game-Changing Sales and Marketing Strategies to Accelerate Growth** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Revenue Disruption: Game-Changing Sales and Marketing Strategies to Accelerate Growth:

11 of 11 people found the following review helpful. Read this book to transform your B2B revenue performance By Brock Butler Thirty years ago I was a sales rep for IBM when cheap information technology and management science transformed manufacturing performance. Since then manufacturing quality and productivity has soared from 30% to

99%. This performance revolution has spread to every enterprise operation, with the exception of sales and marketing... Until now. Your prospect goes to the internet to research business solutions. This change in buyer behavior has opened the door to powerful new information and automation technologies that have the potential to revolutionize revenue performance; and Mr. Fernandez provides the first step in the evolution of a new more systematic structure or framework that you can use to integrate, measure, optimize and automate your single marketing-to-sales revenue process. This book is not perfect. RPM is in its infancy and Mr. Fernandez is as prone to bias and narrow thinking as anyone. Mr. Fernandez's company, Marketo, sells to Marketing Officers. As a result their vision is noticeably marketing-centric. Many of his processes will be an improvement for your company, especially in your marketing department... but they are not the optimum revenue process model. But, like Mr. Fernandez points out, RPM is a journey not a destination. RPM will evolve... quickly. Read this book or die like a dinosaur. The RPM train is leaving the terminal and early adopters will gain an insurmountable competitive advantage.

0 of 0 people found the following review helpful. Welcome to the world of Revenue Performance Management! By Aravinda Welcome to the world of Revenue Performance Management. The author starts by making a case of shifting of power from the seller to the buyer due to disruption caused by technology. He succinctly exposes the issues in commonly used sales and marketing models and shows how revenue is left on the table to justify transformation needed and introduces the concept of revenue performance management. The book is well divided into sections providing insights into process, analytics, technology and people changes need for implementing revenue performance management. Case study is presented in some sections to detail the challenges faced, the solution implemented and the benefits. Each chapter at the end has 'Key Point' to help quickly review the learnings from that chapter. This makes the book easy to re-read. While the book may not present a universal blueprint for organizations, it does provide guidelines on what to address which needs to be customized for each business. Some sections of the book appears to be bit repetitive, but those are in place to make a certain point and build the story. A book with helpful insights to both sales and marketing professionals who would like to venture into Revenue Performance Management!

1 of 1 people found the following review helpful. Revenue - the must have, learn how to get it By Customer Business book of the year for me. Revenue growth is not only the most important objective right now but also the hardest to do. "Revenue Disruption" is an amazing resource for improving revenue production. The book is built upon two premises, 1) Power has shifted from seller to buyer in a profound and permanent way"; 2) Today most businesses "don't see revenue as the product of a designed, measure and optimized process." "Your targeted buyers started making up their minds before you even know you existed." This is the reason that direct sales forces are no longer enough to ensure top-line revenue objectives are met. "Creating Revenue is a collaborative enterprise between marketing and sales teams." 'Revenue Disruption' actually has a solid method, with case studies, empirical data, and an action plan to bridge the gap between all silos of a company, especially the gap between sales and marketing. We've known the need for years but few practical solutions have been offered. This book is the best on the subject I've ever read. "Today's buyers see most sales encounters as a waste of time. So the question that marketing and sales leaders should be asking is, 'how do buyers really go about buying?'" "Sales resources are relatively expensive. To provide the highest value, sales should not engage with prospects until those prospects are ready to engage with sales. Sales interactions should start relatively late in the pipeline, once leads have already been well qualified." "Sales personnel not only need to 'always be closing' and 'always be helping' but also need to 'always be prioritizing.' To put it more bluntly, sales professionals achieve maximum efficiency when they can cherry-pick among opportunities and allocate their time to the very best." "While increasing sales is a hugely important goal, it is not a strategy in and of itself. [the critical element is] a focus on improving the company's sales and marketing effectiveness as a way to increase revenue performance." Mr. Fernandez finishes his book with the admonition of "change happens when great insight combines with audacious action. 'Revenue Disruption' is an action plan of how to combine sales and marketing into one direct buying chain within an organization, capturing all business from awareness to multiple purchases. Excellent and worthwhile book to read.

Strategies for any company to transform its sales and marketing efforts in a way that truly accelerates revenue growth Revenue Disruption delivers bold new strategies to transform corporate revenue performance and ignite outsized revenue growth. Today's predominant sales and marketing model is at best obsolete and at worst totally dysfunctional. This book offers a completely new operating methodology based on a sales and marketing approach that recognizes the global technological, cultural, and media changes that have forever transformed the process of buying and selling. The dysfunctional state of today's corporate revenue creation model results in trillions of dollars in lost growth opportunities. Revenue Disruption examines the problems of the current model and offers real-world solutions for fixing them. It lays out a detailed plan that businesspeople and companies can use to fundamentally transform their sales and marketing performance to win this century's revenue battle.