



Workshop

Sales & Marketing Integration, Alignment, & Problem Solving

As the complexities of our technologies, products, services, and markets increase, so do the complexities of our problems. Nowhere is this more evident than in Sales & Marketing. Whether we are a high tech start-up or an established high volume manufacturing business, we all face the need to better integrate Sales & Marketing activities into our other business processes while constantly solving the related problems that impact overall business efficiency and effectiveness. This hands-on workshop is designed to help organizations explore their own specific needs for integrating and aligning Sales & Marketing processes into Strategy, R&D, New Product Development, and Operations, as well as providing a framework for identifying and solving the unique Sales & Marketing problems they face. The objective is not to improve Sales & Marketing per se, but to improve overall business results *through* Sales & Marketing.

This workshop includes:

- Defining business success: How and why do we begin our continuous improvement journey?
- Learning to become critical thinkers and expert problem solvers: How do we break the cycle of trying interesting but ineffective pre-packaged “solutions?”
- Human brains and mental models: Why do we create our own problems and then prevent their solutions?
- Systems and processes: How does Sales & Marketing fit into the bigger picture?
- Types of problems: How do we begin to understand the problems we might be facing?
- Strategy Deployment, A3 Thinking, & Process Mapping: How do we uncover, define, and solve our most important problems?

Throughout the workshop, participants will have the opportunity to focus on their own specific situations and create plans to better define and solve their organization’s problems. They should come having given some thought to the strategy and growth challenges their organizations are currently facing as well as any specific Sales & Marketing problem symptoms they may be observing.

Facilitator: Brent Wahba is the President of Strategy Science Inc. – a network dedicated to helping clients improve the efficiency and effectiveness of their Product Development, Sales & Marketing, and Strategic Planning processes through improving their learning and problem solving skills. Strategy Science works with tech start-ups through established high volume manufacturers and service providers in nearly all industries including: Banking and Investment, IT, Consumer Products, Healthcare, Power Generation, Materials, Production Equipment and Manufacturing, Transportation, Legal, Government, and Agriculture. Before becoming the “Anti-Consultant,” Brent spent over 20 years in a variety of functions and leadership positions in the automotive industry solving technical, cultural, strategy, and implementation problems. Today he facilitates workshops, gives talks, and writes about a number of business and technical topics centered on the principle that organizations cannot be successful until they learn to identify and solve their own problems. Brent is also a devoted volunteer and small business mentor with SCORE.