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The B2B Executive Playbook: The Ultimate Weapon For Achieving Sustainable, Predictable And Profitable Growth



Synopsis

The first book completely focused on successfully running B2B, which is very different from B2C. The fate of a B2B lies in the hands of a few individuals so what ultimately determines if a company thrives, or even survives, is how these key relationships are targeted, structured and managed. Over 30 percent of all B2B product development, marketing, and other discretionary dollars are wasted. When the realities of B2B marketplace are not integrated into a company's SOP, it is more likely that the company is wasting money as well as the employees' time and efforts. If the budget and plans aren't structured for B2B specifically, they won't move the meter. But there is good news; there is a corresponding equal amount of potential revenue, growth and prosperity. The leading B2B companies dramatically build their top and bottom lines when leaders realize that success, undeniably and unquestionably, resides with how they engage with their customers and how that will drive their internal alignment and operations. What is it that they are doing differently than their competition and others in their industry that drive revenue growth, deliver predictable earnings, retain and grow customers and develop new offerings that customers will not only buy, but for which they will pay premiums.

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Customer Reviews

Most of my involvement with B2B marketing has been in ad agencies that have B2B clients. Most of the time I had a nagging feeling that our clients' marketing strategies were a waste of time and money. (So too were our agency's B2B efforts in trying to land new clients and grow our own

business.)For example: Could ads in business publications or a trade journals really influence a B2B buyer who had to make a decision based on ROI? Was a booth at a trade show, without meticulous pre-show, in-show and post-show planning going to make a difference? Companies that sell to companies keep doing the same ineffective things.I think we always knew, deep down, that the key to winning in the long term was based in Sean Geehan's premise: Get your executive customers to endorse you, in a big way. Find a way to make them part of your team - for developing business strategy, product strategy, and sales and marketing strategy. We've always known that their testimonials and endorsements are our most powerful assets. It seems so obvious, but so few companies make this the focus of their strategy.B2B Executive Playbook provides that strategy in good detail. Mr. Geehan builds a compelling case for creating executive customer advisory boards. He reviews best practices and common mistakes, and provides case studies that show how deeply they can change and elevate the direction of a company.What's powerful here isn't that it's a new idea. Customer advisory panels have been around for a while. What's powerful is a demonstration of how tightly they can be integrated into business strategy, and how a variety of companies are getting results.It's not a quick fix. But it makes more sense than anything I've read on B2B strategy or sales in a long time.

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