Global Trends - Wine Industry Key Elements

FSSAI approves reserve standards for alcoholic drinks, finalises list of additives to be used

The Food Safety Standards Authority of India (FSSAI) has finalised a list of food additives and standards with respect to alcoholic beverages.

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Looking beyond technology to drive sales operations

New trends are forcing sales leaders to rethink how they sell. The right investment in sales operations can unlock sustainable growth.

Fueling the next wave of revenue and profit growth is a top priority for many sales leaders. As companies scale, however, traditional methods, such as adding more front-line sellers to expand account coverage or overlay sales capacity, often yield diminishing returns and are simply not practical in many resource-constrained industries. Sales leaders are simply expected to do more with less, in most cases.

At the same time, new trends are forcing sales leaders to rethink how they sell. Customers used to the simple purchase processes in the B2C world are expecting the same sort of experience with B2B companies. They’re demanding more self-service capabilities for product research, trial, and purchase, for example. Given that so much is available online, customers also have a higher bar for the depth of technical expertise on products and services that solution vendors bring.

Enter sales operations. A strong sales-operations function can address these issues and drive revenue growth by reducing the time reps spend on various administrative tasks, speeding up the sales process, and improving the experience for the customer.