

# Building a cross functional Framework for ICT Sales facing increasing Dynaxity

( Develop the ability to manage increasing Dynamics & Complexity)

With special focus on Carrier based ICT Business

Dirk Heuß Unternehmensberatung

Bornheim, Bonn, Wiesbaden, München, Hamburg

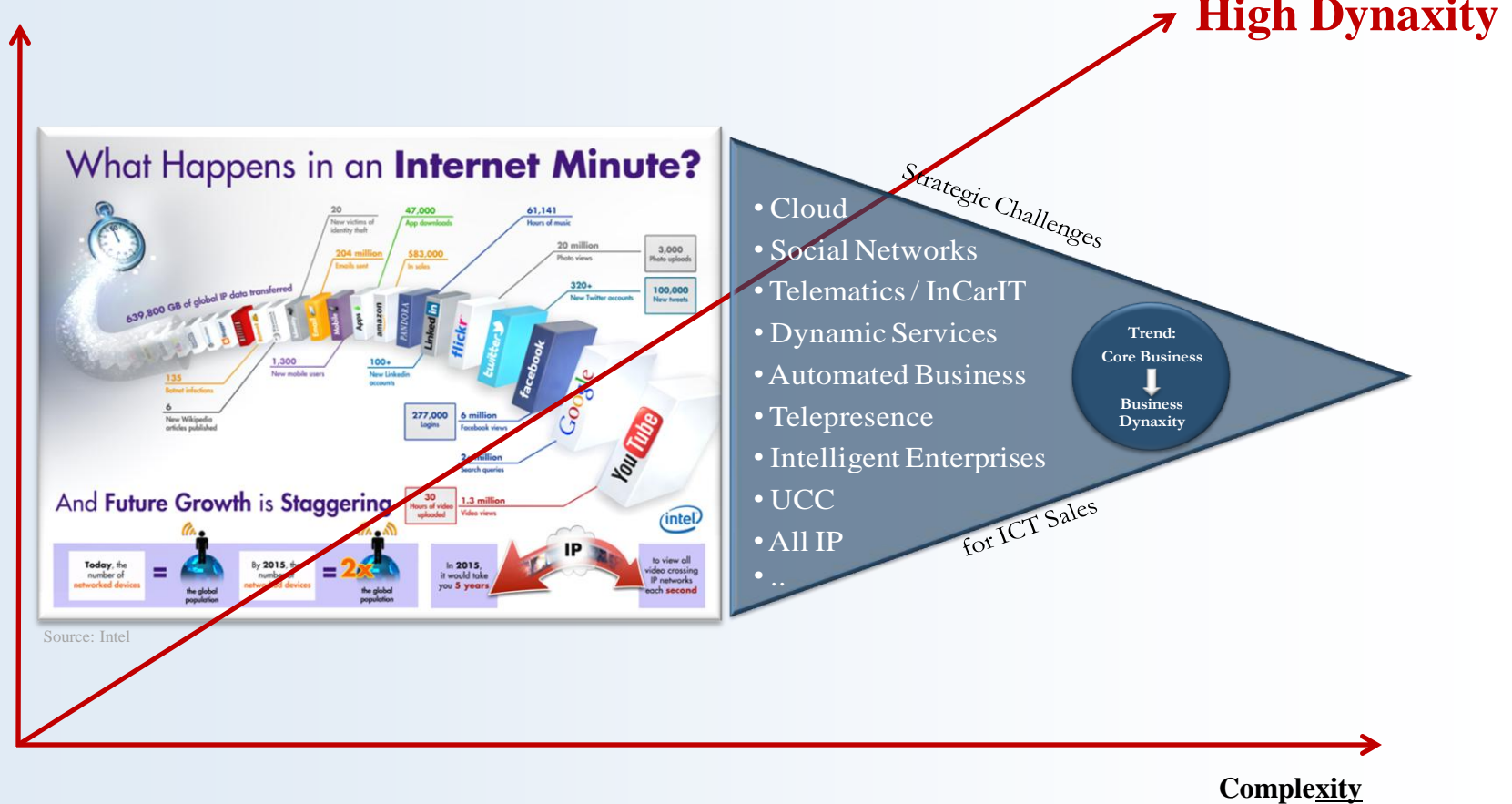
Bonn 2013



# Dynaxity in ICT Business.

## Increasing dynamics & complexity challenge ICT Sales Forces.

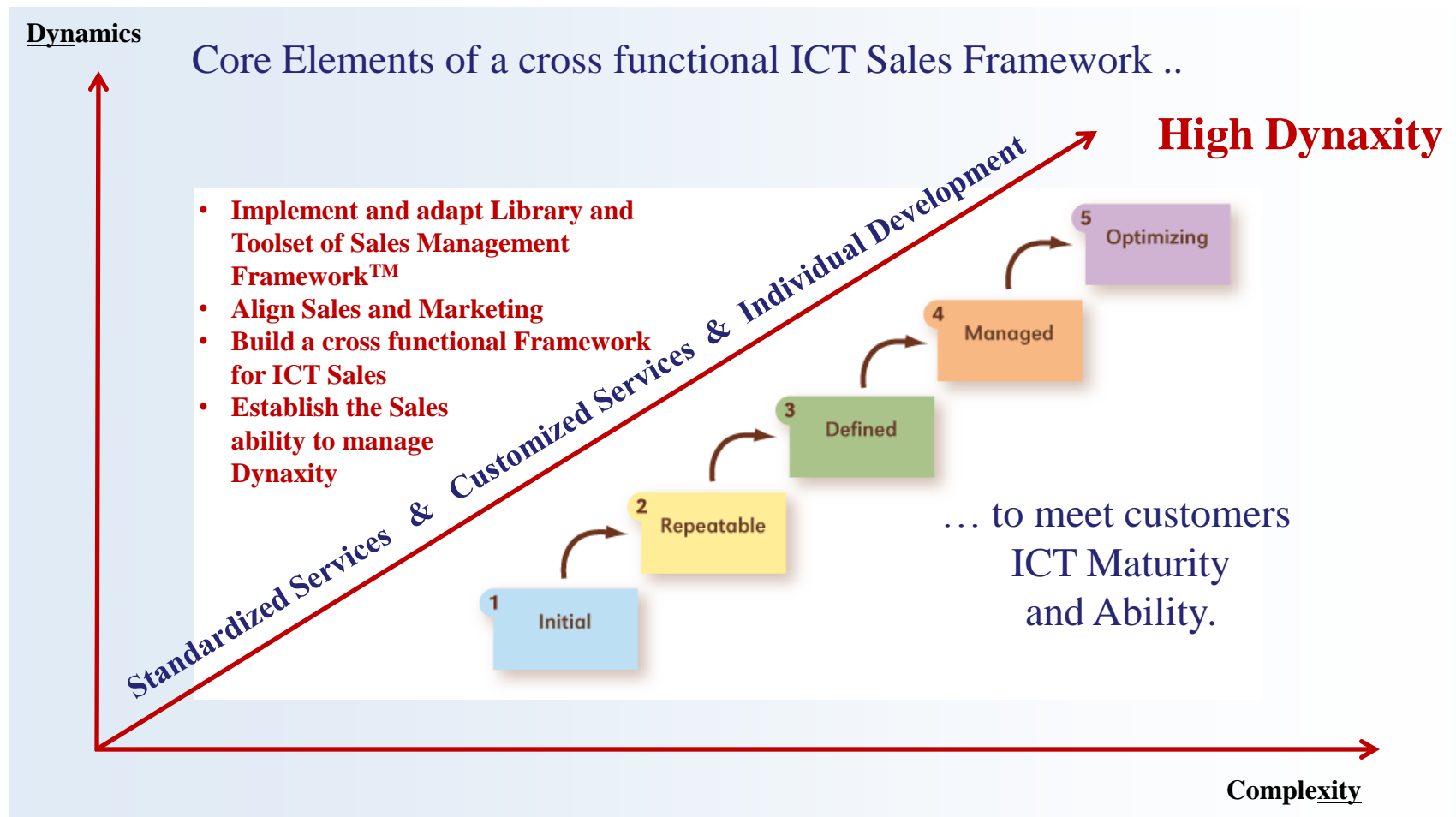
### Dynamics





# Cross functional Framework for ICT Sales.

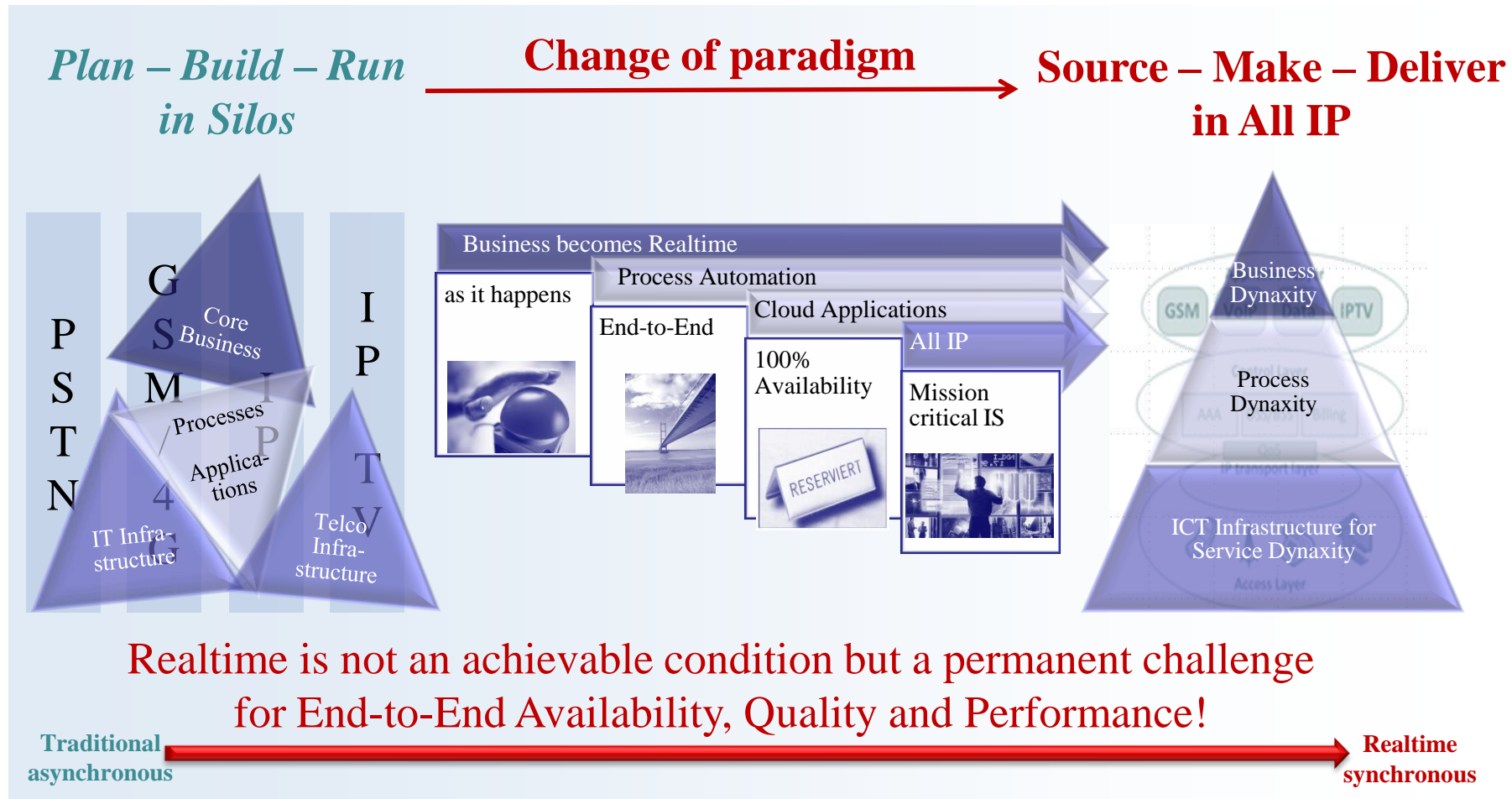
## Ability to manage dynamics and complexity in ICT Sales.





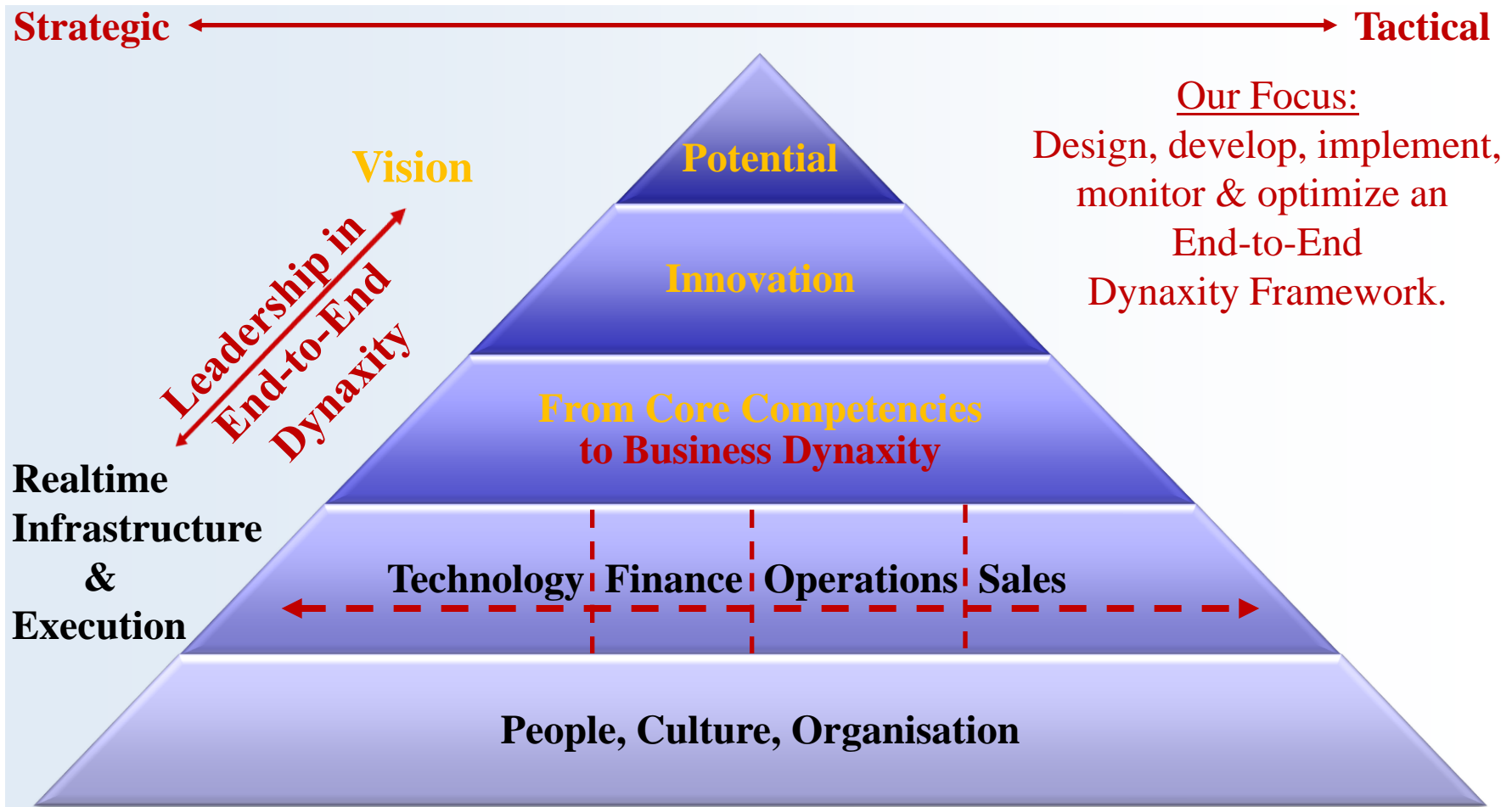
# Our view on the ICT Market 2013-2020.

## Market & Technologies challenge established potentials.





# The abstract structure of success in ICT Business. Establish an resilient End-to-End Dynaxity Framework.





# Classical „Sales Management Framework“™. Just a tessera to manage ICT Sales Dynaxity.





# First Step to run the Blockade of Silo Culture. Align Sales and Marketing as minimal action.





# Run the Blockade of classical Sales Management Framework! Define cross functional roles & processes for success in Sales.







# We train for crossfunctional succes in Dynaxity. Experience our Consulting, Workshops, Seminars & Trainings.

From difficulty in handling Dynaxity ...

... to ability to handle Dynaxity



**Lack of Communication**  
**Multiple Handoffs**  
**Media Breaks**

Consulting  
Support

**Dynaxity**

Training  
Workshops  
Coaching



**Cross functional Roles**  
**High Collaboration**  
**Results Oriented (End-to-End)**



# Kontakt

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