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Nota di contenuto	Culture change in sales -- The new value chain -- Innovation at exploitative and explorative levels -- The agile cycle: from customer requirements to implementation in sales and service -- Architecture and roles -- Frameworks for sales: Open Space Agility Framework, Agile Networks, Design Thinking, Service Design Thinking, Teamcanvas, Scrum, Kanban, Shopflor, Delegations Borard -- Moderating Agile - Meeting occasions and designs in sales: Kick-off, Teamforming, Think New, Planning Meeting, Reviews, Shopfloor Meetings, OKR Meetings.
Sommario/riassunto	Agile principles and frameworks were created for the development of complex products, but they can also be used profitably in sales. This book provides managing directors, sales managers, executives, consultants and employees from service and sales with practical methods that help them to design their sales as a bridge to the customer agile and solution-oriented. After all, flexible, fast and innovative sales and service departments are the only way to retain customers who are willing to change and to win over young "digital

natives". Using numerous practical examples, the author shows how and where you can successfully use agile methods such as Scrum, Kanban, Design Thinking, Shopfloor, OKRs and many more. With concrete instructions and helpful tips for a sustainable increase in performance in sales and service and a change in thinking in the interest of the customer. Content Transformation in sales: How to meet the new requirements Agilization in Sales and Service: How the culture and structural change succeeds The agile cycle: from customer requirement to implementation Frameworks with practical guidance: Open Space Agility Framework, Agile Networks, (Service) Design Thinking, Teamcanvas, Scrum, Kanban, Shopflor, Delegation Board The author Claudia Thonet is an instructional trainer and instructional coach (ECA) and has decades of practical experience in organizational and team development in service and sales in large companies and corporations. She trains trainers and facilitators and is an expert in agile culture change. Together with Svenja Hofert, she has published "The Agile Culture Change" (2019) with Springer Gabler. For several years, she has been a pioneer in the transformation of sales areas. This book is a translation of an original German edition. The translation was done with the help of artificial intelligence (machine translation by the service DeepL.com). A subsequent human revision was done primarily in terms of content, so that the book will read stylistically differently from a conventional translation.

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