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| Sommario/riassunto | <p>"The Agile philosophy has grown and achieved success initially through the Technology Design and Development teams of some of the world's largest organizations including Google, Netflix, and Microsoft. Recently, it has been adopted by the marketing departments of these organizations and others and new techniques are evolving for defining, engaging and providing customers amazing unique experiences. Sales teams are becoming disrupted by technology and the differentiated experiences marketing teams using Agile techniques are building for their customers online. Sales organizations have been looking for a way to avoid disruption and get back into the game with value. Agile is now starting to be adopted by sales teams, enabling these teams to revolutionize the way they engage customers with value and delighting experiences which result in greater value for the customer and themselves. This book outlines how Agile can help sales teams develop a culture of innovation focused on their customers. The book takes the reader through the customer buying journey (Agile technique) outlining tips and tricks that have come from Agile deployments within sales functions to help them get started. The key benefit for the reader is the introduction of a proven philosophy and techniques that will help them avoid disruption, elevate themselves from the commodity trap and</p> |

achieve success again. The book provides the reader insights into how to achieve sustainable change using real life case examples. The reader will also gain enjoyment and delight through the stories told and case examples provided"--
