

4. Monitoring and managing progress

Experience has shown that you do not simply launch a sales campaign and hope for the best: successful campaigns are those that first understand and then meet the expectations of the stakeholders. Before Ridge starts a sales program we spend time interviewing the stakeholders to understand their “expectations for success”.

A stakeholder report is then produced documenting and confirming the goals and expected returns of the program. We use the stakeholder report to measure and manage the progress of the sales campaign and to ensure the quality of the leads that are being generated.



Vice President of Sales for a Global Systems Integrator interviewed for the stakeholder report – June 2008

