CSOs Mind The Gap

{ New global study of the Chief Sales Officers of billion-dollar-plus companies reveals gap between optimistic 2013 growth goals and actual plans. }

75% are increasing their revenue target by 5% or more

but only 12% believe they can achieve it

The 2013 CSO Insights Report shows the reality CSOs face, and what can be done to improve it.

1} Loyalty Learning Curve

69% feel their firm meets or exceeds expectations in creating customer loyalty

but fewer than 25% of all leads come from existing customer referrals, suggesting a loyalty lapse

NEED: Gain a 360-degree view of customer and develop models to bolster loyalty by matching preferred buying behaviors and service preferences

2} Building Partnerships

only 12% say their customers view their firms as trusted partners

but 65% of sales reps' time is non-customer facing, minimizing opportunities to build customer relationships

NEED: Balance the art and science of selling by ensuring efficient value-add

3} On-The-Go CRM

76% of CSOs believe mobile CRM improves sales team performance

but fewer than 50% provide mobile access to critical sales and customer data

NEED: Leverage social, mobile, analytics and cloud capabilities to meet customers where they want to transact and to increase sales effectiveness
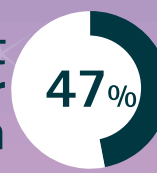
Salesforce.com launched sales methodology training with "fully loaded" tablets to maximize excitement & adoption of its new mobility strategy*

4} Working Upstream
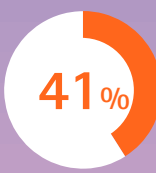
41% of CSOs say they need help generating revenue streams

but fewer than 47% admit the need to improve cross-selling and up-selling within their current customer base

NEED: Enhance integration of sales, marketing, and service to help increase revenue from current customers

5} No (Cross) Sale

76% of CSOs say it's quicker to close a deal with an existing customer than a new one

but 82% do not direct their customer service reps to leverage cross- or up-selling opportunities

NEED: Offer a consistent customer experience at every touch point to bring your selling "promise" to life and maintain and grow business for current and future customers

Successful organizations focus on making cross-functional improvements to adopt a more agile-selling approach.

Download the 2013 CSO Insights Report at http://Accenture.com/XXX

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