

# **SALES EFFECTIVENESS BEST PRACTICE SURVEY:**

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Prepared for:

AMERICAN PRESS INSTITUTE

MAXIMIZING SALES EFFECTIVENESS WORKSHOP

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	Advertising and promotional program design and spending levels are based on solid data and analytics, with input from marketing, sales, leadership and other functions and teams.	α	α	α	α	α	α	α	α
<b>5. Pricing strategy</b>	Pricing reflects total value that can be provided for customers, and is executed in tandem with the value-based selling process.	α	α	α	α	α	α	α	α
	Appropriate pricing guidance or controls exist to optimize win rates and profitability for company	α	α	α	α	α	α	α	α









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