

	<p style="text-align: center;">Innovation and Marketing/Sales as “Power Tools” to Drive Revenue</p>
<p>Kelly Gates Gates and Company</p>	<p><i>“Everyone lives by selling something.” – Robert Louis Stevenson</i></p> <p>One of the common themes we have in discussions with our clients is about integrating innovation with marketing and sales. Few activities in an organization are more important than sales. Sales is the primary activity that directly generates revenue into a company.</p> <p>As we have seen, in technology-based businesses, there are a couple of elements that tend to set great companies apart from others: 1. Product innovation and 2. Marketing and sales execution. One of the most important integrations in any company is the alignment of product development (innovation) with marketing and sales.</p> <p>Through innovation, companies create great products and/or services. Through marketing and sales execution, companies can become major players by optimizing their marketing and sales channels to deliver their innovative products and/or services to customers. As we all know, long-term success is based on products (and services) that deliver what customers want.</p> <p>The concept is simple, of course, but the implementation can be very complex. Success in integrating product innovation with marketing and sales depends on several factors.</p> <ul style="list-style-type: none"> • Clearly define customer and product requirements at the outset, including customer collaboration. • Secure management buy-in, support, and involvement based on a clear business strategy. • Perform product development (innovation) as a business process, rather than an R&D function. • Include dedicated resources and cross-functional teams from concept to commercialization. • Make decisions based on clear metrics, relevant data, competitive analysis, customer input, etc. <p>Integrating your innovation with marketing and sales will help increase the chances of success in the marketplace, better position you against your competition, and, resultingly, enhance sales revenues.</p>
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