



Woof: Why Ordinary Organizations Fail (Paperback)

By Lori Turner-Wilson

Nautilus, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.WOOF provides a practical playbook for driving growth by creating a measurable sales and marketing strategy that s grounded in research and generates a predictable return on investment. Written by Lori Turner-Wilson, the award-winning syndicated Guerrilla Sales Marketing columnist and CEO of RedRover Sales Marketing Strategy, WOOF is a business mentor in book form according to D. Bryan Jordan, Chairman, President and CEO of First Horizon National Corporation. Russ Klein, CEO of the American Marketing Association, says WOOF is bite-sized and easy to pick up over and over again. I keep it around for inspiration. Just as a heart surgeon would never cut before a diagnosis, so should go your sales and marketing strategy. Turner-Wilson outlines the way a proper diagnosis requires objective, comprehensive research insights that can only be gathered by gaining the authentic perspectives of your current customers and the broader marketplace. Only through proper research can you determine the sales and marketing levers to pull in order to generate a strong, predictable return on investment. She explains that the brands deploying the most successful marketing strategies share these approaches. They...



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