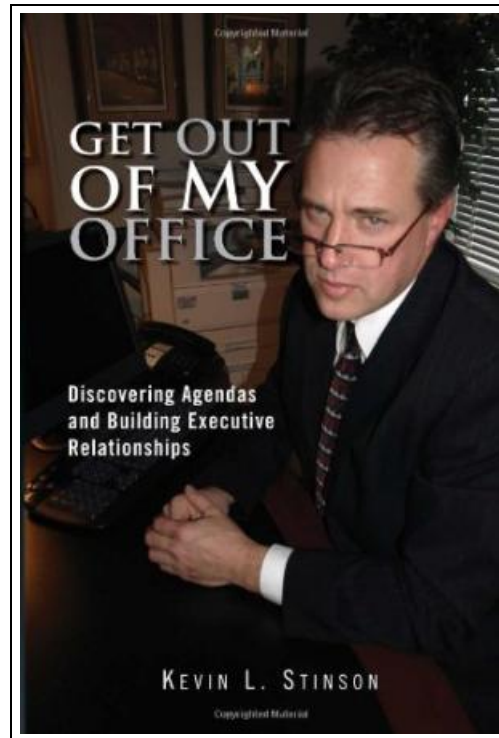


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Xlibris Corporation, United States, 2010. Hardback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.First of all, the level everyone understands is that an executive is the person who is responsible for policy and direction of a departmental function. I call this the functional silo. They are in charge and lead the Sales and Marketing effort, the Manufacturing Division, the RD efforts, the financial function or various other areas. Each has the primary responsibility for establishing policy and direction within their department making certain that BOTH support the overall corporate direction. Their efforts and decisions in this functional silo are not based on the slickness or sexiness of a particular technology or application, but rather on its overall ability to bring their silo into alignment with the corporation s strategic intent. But this is only part of their job. There is a second part which carries a greater deal of involvement and time investment. When you are able to recognize and understand this, it will create more value opportunities for you. Executives must also establish policy and direction at the corporate level. I call this the corporate strategic silo. This corporate silo always takes precedence over the functional silo. If the two ever come into conflict, the corporate silo always wins. Perhaps this might explain why salespeople who go into a meeting with an executive to pitch their wares, and are addressing the impact they can bring to the functional department silo lose the executive s interest. While this stuff, (which is how the executives usually describe it), is important to the salesperson and possibly the functional silo, it does not capture the executive s attention, or address the value they most care about or are looking for. The response that usually follows sounds something like,...



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