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Jean-Claude is a graduate of the Institut Supérieur d'Electronique du Nord. Antoine Leboyer Antoine Leboyer is the President and CEO of GSX, the worldwide leader in monitoring solutions for Communication Servers. Antoine has more than 20 years of experience in IT organizations in various international positions.

Bookmark File PDF By Peter Raulerson Jean Claude Malraison Antoine Leboyer Building Routes To Customers Proven Strategies For Profitable Growth

Building Routes to Customers explains the powerful "Routes-to-Market" approach for driving profitable growth. World-class organizations including IBM, Microsoft, HP, Cisco, Hitachi, Adobe and Plantronics, and hundreds of smaller companies, have adopted RTM to develop and execute highly successful go-to-market strategies and tactics. With a step-by-step approach and dozens of examples, the authors show how you can use RTM to: (1) Determine the optimal level of spending for each function in marketing, sales and customer service, for each market segment, product and service. (2) Optimize your marketing mix and sales and distribution channels to maximize revenue and profitability throughout the product life cycle. (3) Get everyone in product management, marketing, sales, customer service, and your distribution partners aligned and working together to maximize results. (4) Get the right products and services to the right customers at the right time. (5) Retain existing customers and create profitable new ones.

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