



Sales Stewardship Defined

- Leads the organization beyond transaction-based sales, beyond relationship-based sales. It puts the client's needs first as an act of stewardship, resulting in long-term positive economic returns.
- It brings the customer into the organization as an asset beyond simply a means of revenue; it aligns the firm's often disparate functions such as operations, finance, marketing and product management to heighten market sensitivity, reduce internal costs and increase both margins and revenue
- To quote Peter F. Drucker*, "To satisfy the customer is the mission and purpose of every business."

* Peter Ferdinand Drucker, (November 19, 1909 – November 11, 2005) was an Austrian-American management consultant, educator, and author, whose writings contributed to the philosophical and practical foundations of the modern business corporation. He was also a leader in the development of management education, he invented the concept known as management by objectives and self-control, and he has been described as "the founder of modern management"

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