

# Lars G. Fröjd

## BIOGRAPHY

Lars G Fröjd, Stockholm, Sweden

Mr Fröjd is an experienced leader and entrepreneur with deep experience from several sectors including IT, telecom, security, travel, events, sports, wellness, technology, culture. During his career he has worked with both public and private corporations and organizations in Europe, North America and Asia. Since 1995 involved in developing and deploying strategies how to combine culture, competence, processes and technology for empowering business and people. Different methods and models are applied to support the transformation into a high performing organization.

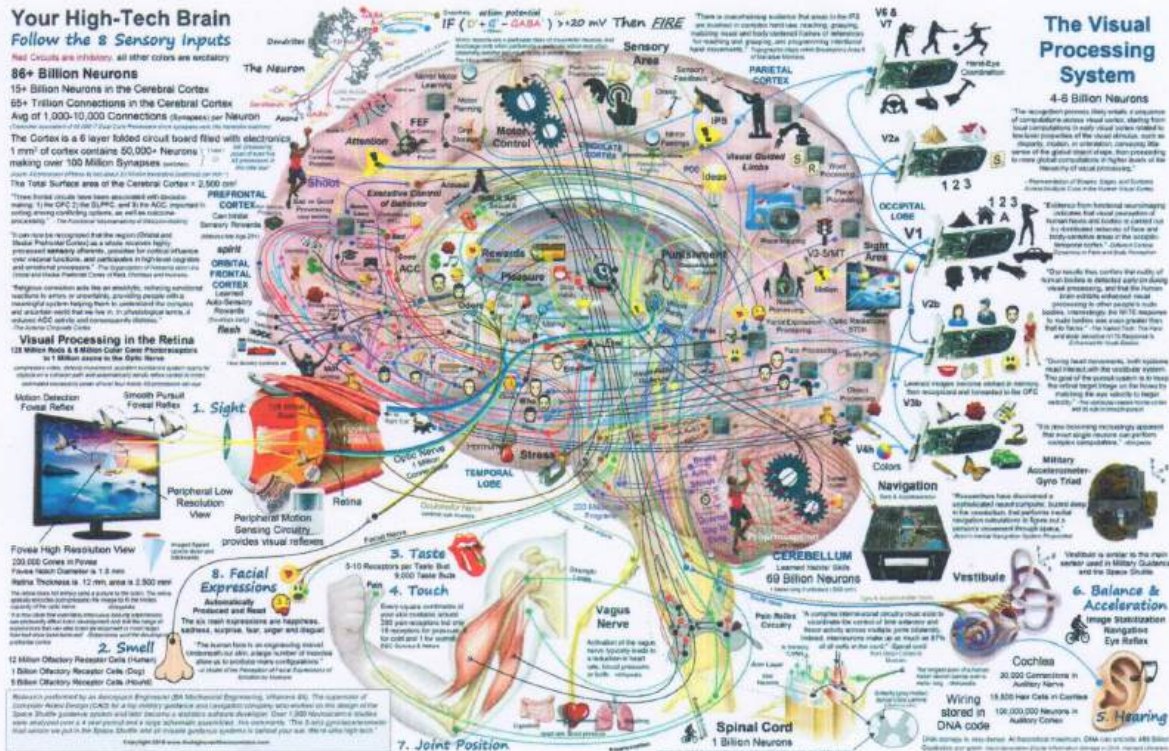
He is an experienced coach and board member of HoloArt and IverCulture where we create global opportunities for humanity to connect, move, and execute growth strategies. He is familiar with generative AI tools and also with dance for health and integration.

As a strategic advisor he has been responsible for establish start-up companies, execute global transformation programs as well as facilitator for governmental organization in embracing cultural and technological changes.

Mr. Fröjd has a deep expertise in human-centered innovation and virtual organizations, which he leverages to develop and execute growth strategies, facilitate change programs, define new business areas, and find new revenues. He is also the founder and CEO of Virtual Management AB, a service organization that provides business facilitating, training, and coaching, and the founder of VQ International AB, a publishing house in health, lifestyle, sports, events, and eLearning. He is passionate about bringing innovation, inspiration, education, entertainment, and fun to everyone on the globe.

# Holo Art will Explore Sales, Leadership, and Customer Loyalty within the Context of Technology-Driven Business Development.

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The Highest of the Mountains - Image courtesy of <https://thehighestofthemountains.com/brainmaps.php>

With 45 years in sales, leadership and education in the Information Technology Industry I could see many changes over the year but still is marketing a bit more career accepted than sales.

In a way I will compare the managers job with the Choreographer and can be thought of as the strategic and coordinated planning of actions, interactions, and processes that contribute to achieving specific business goals. Just as choreography in dance involves carefully arranging movements to create a seamless performance, business development choreography involves designing and aligning various activities within an organization to work together harmoniously.

Key elements of business development choreography might include:

**Alignment of Teams and Resources:** Ensuring that different departments, teams, or individuals are working in sync toward common objectives. This includes coordinating marketing, sales, product development, and customer support efforts.

**Process Design:** Creating and refining workflows, systems, and processes that help move prospects through the business development pipeline effectively. Like a well-rehearsed dance, smooth transitions between different stages of the customer journey are crucial.

**Timing and Sequencing:** Determining when to introduce specific initiatives, campaigns, or outreach efforts. Knowing the right moment to engage with a lead, close a deal, or initiate a partnership is key to the success of business development.

**Stakeholder Coordination:** Ensuring smooth collaboration between different stakeholders, such as potential clients, partners, investors, or internal teams, is critical to creating a positive and productive business environment.

**Flexibility and Adaptability:** Like dancers adjusting to live conditions or changes in also requires being able to pivot and adapt strategies based on market conditions, customer feedback, or internal challenges.

In short, choreography in business development is about creating a well-planned, cohesive strategy where all elements of the business interact in harmony to create growth and success.

Thinking and acting like a conductor can be a highly effective approach for a sales manager, as it draws on several key leadership and coordination skills necessary for guiding a sales team to success. Here's how a sales manager can emulate a conductor:

#### 1. Coordinating the Team's Efforts:

Just as a conductor leads an orchestra, a sales manager ensures that each member of the sales team is working in harmony toward shared objectives. The sales manager must understand each team member's strengths and weaknesses, ensuring that everyone is contributing their unique talents at the right time. This requires:

**Effective delegation:** Assigning tasks or accounts that match each team member's skills or expertise, just as a conductor assigns different sections to different instruments.

**Clear communication:** Ensuring everyone understands their roles and how their efforts align with the broader strategy.

#### 2. Setting the Rhythm and Pacing:

In an orchestra, the conductor sets the tempo to maintain flow and keep everything in sync. Similarly, a sales manager must set the right rhythm for the sales cycle—whether that means pushing for quick wins or focusing on longer-term opportunities.

**Managing expectations:** A sales manager should help set realistic goals, ensuring the team maintains momentum without burning out.

**Adjusting the pace:** Recognizing when to push harder (during high-demand periods) or slow down (for strategic planning or skill-building).

#### 3. Monitoring and Adjusting Performance:

Just as a conductor listens carefully to the orchestra and adjusts the tempo, volume, or emphasis when needed, a sales manager must be able to assess the team's performance and provide guidance to make necessary adjustments in real-time. This includes:

**Coaching and feedback:** Identifying areas for improvement, providing constructive criticism, and helping individuals refine their techniques.

**Problem-solving:** Quickly addressing any issues—whether they are related to team dynamics, sales strategies, or customer relations—and offering solutions.

#### 4. Balancing Individual Contributions:

In an orchestra, each musician is playing a part, but the conductor ensures that no one instrument overpowers the others, and that each part fits into the larger composition. For a sales manager, this means:

**Recognizing strengths:** Understanding each team member's unique skill set and ensuring they're empowered to contribute in the most impactful way.

**Promoting collaboration:** Encouraging the team to work together, share insights, and support one another, fostering a sense of collective success.

#### 5. Staying Focused on the Big Picture:

A conductor must understand the full score of the music and how each part fits within the broader context. Similarly, a sales manager must have a strategic vision for the company's goals, keeping the team focused on the long-term objectives while executing on day-to-day tasks.

**Strategic alignment:** Ensuring that each sales effort supports the company's broader mission, vision, and growth plans.

**Adapting to change:** Like a conductor adapting to the dynamics of a live performance, a sales manager must adjust strategies based on shifting market conditions, customer feedback, or company priorities.

#### 6. Inspiring and Motivating the Team:

A conductor often brings energy and enthusiasm to the performance, inspiring the orchestra to reach their full potential.

Similarly, a sales manager must motivate

the team, creating an environment where they feel engaged, valued, and driven to succeed.

**Recognizing achievements:** Acknowledging both individual and team successes to maintain morale.

**Instilling confidence:** Reinforcing the team's belief in their abilities and the value of their work.

## 7. Creating Synergy:

The ultimate goal of a conductor is to bring all the musicians together to produce a unified, beautiful performance. Likewise, the sales manager's role is to align all the elements of the sales process—from lead generation to closing deals—into a smooth, efficient flow.

**Creating processes:** Developing systems that allow the team to move through the sales pipeline effectively.

**Cross-functional coordination:** Ensuring the sales team is closely aligned with other departments, such as marketing or product, to ensure seamless execution.

## Conclusion:

By thinking and acting like a conductor, a sales manager can foster a collaborative, harmonious environment where each individual and department plays a critical part in achieving the company's sales goals. It's about leading with a clear vision, maintaining balance, and adapting to challenges, all while inspiring the team to deliver exceptional results.

We will have to deal with IQ and foster a corporate and individual EQ for the organization but with a technology that will be there 24/7 and in everybodys pocket we need to add VQ (Virtual Intelligence) Image how many realtime based platform we have today and sometimes its hard to remember where some specific messages come from. We could visualize and use XR technology to adopt technology quicker but still we have the brain to handle. Still our Visual processing system has only 5-7 % of the brains total of neurons.