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Sales: The Best Play in Your Digital Transformation Playbook

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Presenters

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WHAT DOES IT ALL MEAN?
YOUR CUSTOMER HAS CHANGED

DATA DRIVEN COMPANIES WIN

POOR EXPERIENCES LOSE
CASE STUDY
CASE STUDY: Transformation Stories

- Large Public Company
- Established Champions
- Took on Too Much
- No Progress
- Losing Valuable Talent
Where to Start

Drive Incremental Change

Drive Downstream Efficiencies

Start with: S A L E S
WHERE DOES YOUR COMPANY STAND?

WHO is tasked with driving innovation?

WHAT does your current sales process look like?

HOW has your company standardized this process, documentation, and digital assets?

WHO is your customer and how well do you know them?

WHAT revenue streams have you explored?
HOW TO BEGIN TRANSFORMATION

1. Get the right people involved
2. Prepare your Process
3. Implement the right tools
4. Leverage these tools to gain visibility – data
5. Leverage tools to explore new revenue streams: digital commerce
IF DONE SUCCESSFULLY...

1. Better Opportunities & Better Qualifying
IF DONE SUCCESSFULLY...

2. Faster Conversion
IF DONE SUCCESSFULLY...

3. Higher Close Rate
IF DONE SUCCESSFULLY...

**Bonus:**

- Better Customer Experience
- Improved Synergy b/t Product & Sales
- Faster Implementation of New Products – speed to revenue
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