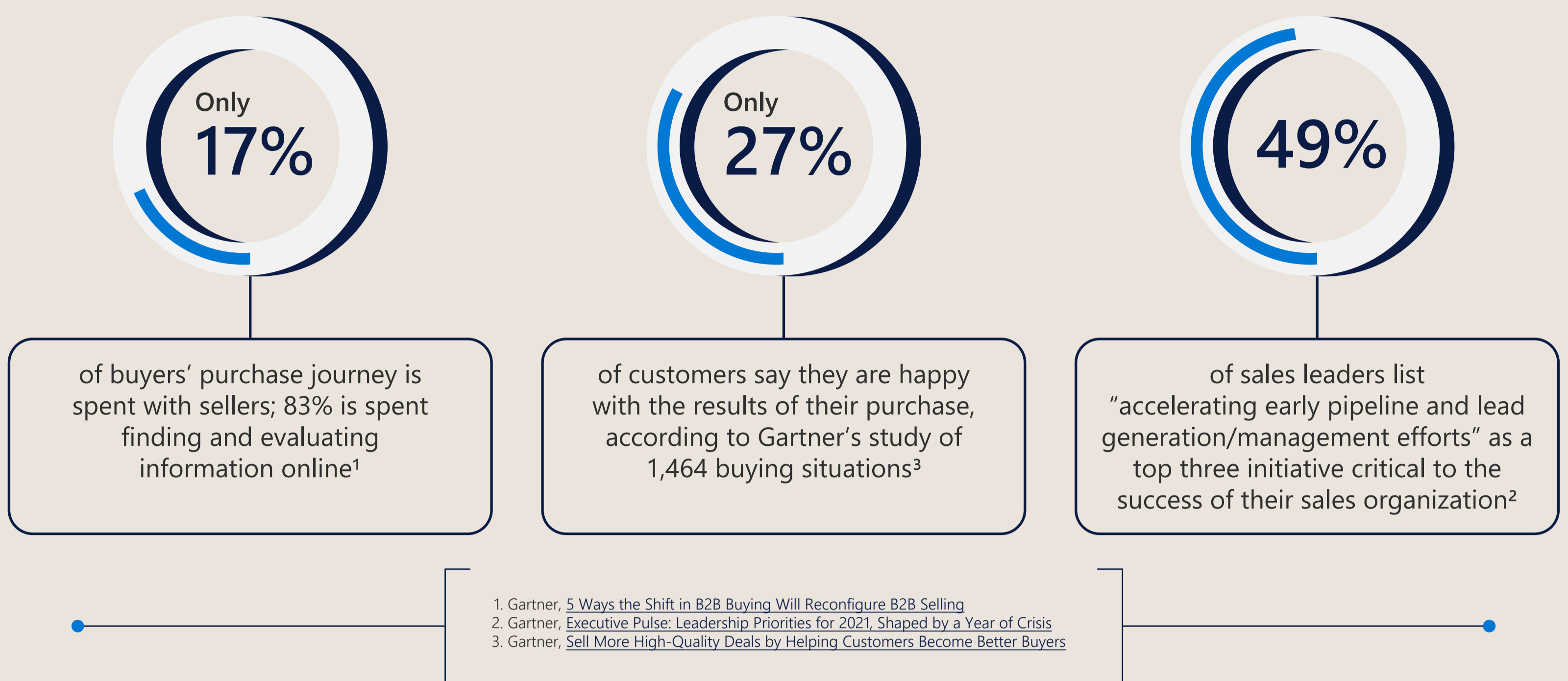


# Activate Digital Selling:

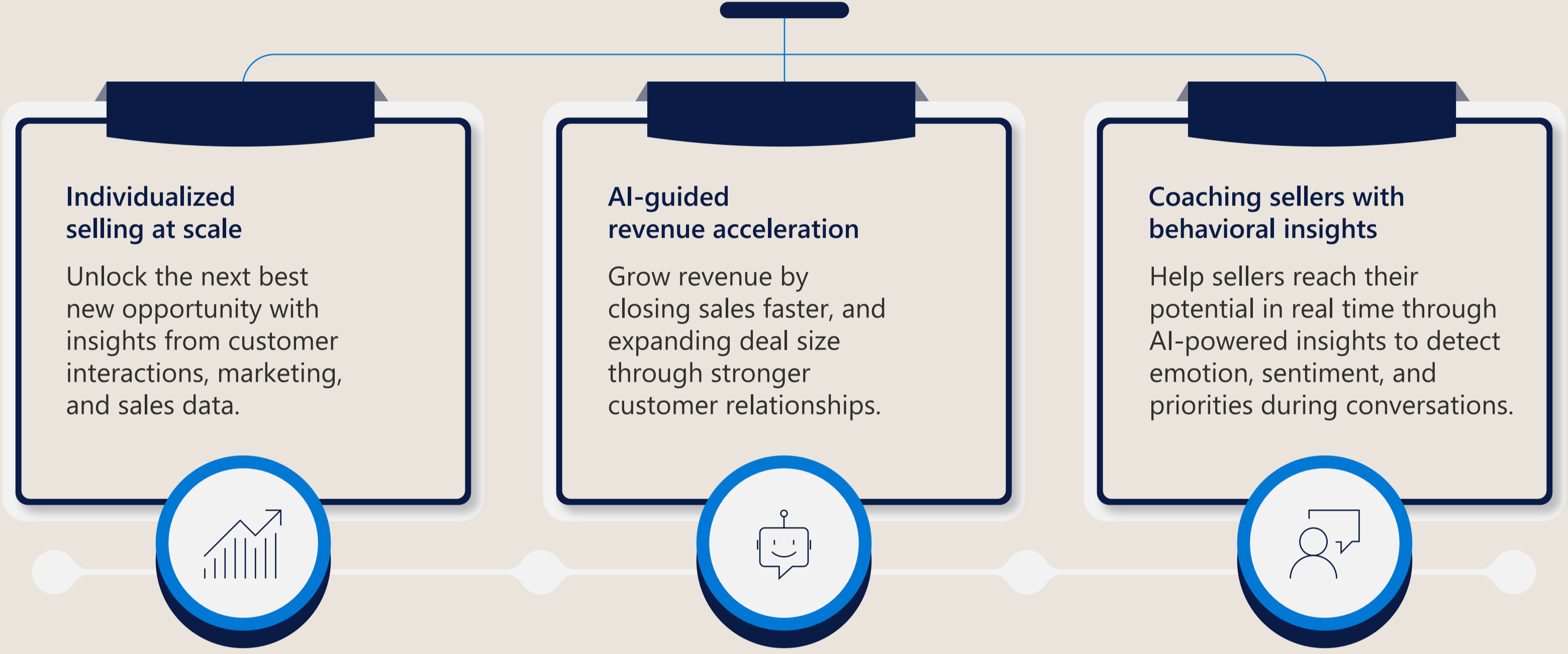
Connect with customers through their preferred channel.



## Sellers need help making the most of limited face time



## Connect to customers through their preferred channel



### Individualized selling at scale

- Unlock your data to discover your next opportunity**
  - Increase quality of leads by measuring the ROI of campaigns/events to focus resources on the most effective ones
  - Leverage customer understanding to increase deal size through account-based marketing
  - Expand customer base by using existing relationships to create new ones
- Win new customers through teamwork**
  - Connect with customers through hybrid selling with Teams and Dynamics
  - Instantly loop in experts from across the organization in real time, with all the context, so they hit the ground running
  - Work from anywhere with a native mobile app
- Deliver end-to-end engagement across sales channels**
  - Orchestrate journeys in real time based on customers' actions and feedback through a customer data platform
  - Add value at every interaction and drive intent through seamlessly connected experiences, both digital and physical
  - Nurture digital, hybrid, and in-person event registrants and attendees with a unified marketing solution

### AI-guided revenue acceleration

- Accelerate revenue with AI**
  - Streamline sales cycles through suggested next best actions, focusing on the highest priority activity with the best propensity to close
  - Take the suggested actions right from the same dashboard
  - Get notified about deals that are stalled or at risk, to help increase closure rates
  - Receive recommendations to help improve account relationships at risk
- Predict and manage pipeline with confidence**
  - Analyze individual and collective pipeline for accurate forecasts through automated insights
  - Predict revenue fluctuations and highlight areas of focus from top to bottom of funnel through projecting past customer patterns into future behavior
  - Reduce time spent on reporting by surfacing exceptions with out of the box reports

### Coaching sellers with behavioral insights

- Improve customer conversations through real-time coaching**
  - Get in-the-moment insight about customer emotion, competitive market, sentiment, and priorities in phone calls to enable guided selling, via conversation intelligence
  - Review direct customer feedback to understand how customers view the sellers' interactions through voice of the customer data
  - Onboard new sellers effectively and easily implement best practices via a single collaboration platform

**80%**

of customers say they are more likely to do business with a company if it offers personalized experiences<sup>1</sup>

1 Epsilon Research

Only **6%**

of chief sales officers (CSOs) say they are extremely confident about their team's ability to meet or exceed revenue goals<sup>1</sup>

1 Gartner

**55%**

of sales leaders use only revenue per sales rep as their performance metric<sup>1</sup>

1 Gartner