

## Best Practices



# Sales Tools That Help Drive Revenue

There are many day-to-day tools that can help good salespeople transition into top performers who are better prepared for sales calls, better able to target sales-ready leads, and who make better use of their limited selling time.

According to CSO Insights, companies that have implemented sales enablement have seen major gains: 51% improvement in revenue per rep, 29% margin increases, and decreases in sales rep ramp-up time and overall sales cycle length.

This Best Practices Guide surveys the technologies that are available to help salespeople significantly improve their performance and become better revenue generators.

In *CRM* magazine's **June 2017 Issue**

Reservations Due: **April 18, 2017** | Content Due: **April 22, 2017**

■ Also in June: SMART CUSTOMER SERVICE ENGAGES CUSTOMERS

## 2017 ROUNDTABLES

July 2017

**SMART CUSTOMER SERVICE ENGAGES CUSTOMERS**

Roundtable Date: July 12, 2017

**USING VOICE OF THE CUSTOMER STRATEGIES FOR BETTER CUSTOMER INSIGHTS**

Roundtable Date: July 26, 2017

August 2017

**THE INTERSECTION OF ECOMMERCE AND CRM**

Roundtable Date: August 2, 2017

**LEVERAGING SALESFORCE APEXCHANGE FOR SALES & MARKETING**

Roundtable Date: August 16, 2017

**PREDICTIVE & PRESCRIPTIVE ANALYTICS**

Roundtable Date: August 23, 2017

September 2017

**PROACTIVE CUSTOMER SERVICE RESPECTS CUSTOMERS**

Roundtable Date: September 13, 2017

**WORKFORCE OPTIMIZATION FOR MORE PRODUCTIVE EMPLOYEES AND HAPPIER CUSTOMERS**

Roundtable Date: September 27, 2017

October 2017

**CUSTOMER EXPERIENCE MANAGEMENT FOR BUILDING CUSTOMER LOYALTY**

Roundtable Date: October 11, 2017

**THE EVOLUTION OF CONTACT CENTERS TO CUSTOMER ENGAGEMENT CENTERS**

Roundtable Date: October 25, 2017

November 2017

**BUSINESS INTELLIGENCE & ANALYTIC SOLUTIONS FOR DEEPER INSIGHTS**

Roundtable Date: November 1, 2017

**CUSTOMERS PREFER SELF-SERVICE**

Roundtable Date: November 15, 2017

December 2017

**2017 CONTACT CENTER INNOVATIONS**

Roundtable Date: December 6, 2017

**MUST HAVE SALES & MARKETING TOOLS THAT DELIVER IMMEDIATE ROI**

Roundtable Date: December 13, 2017

### CRM MAGAZINE'S BEST PRACTICES WHITE PAPER SERIES

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Your sponsored essays, white papers, and case studies will be printed in a special section of CRM magazine, preceded by an introduction by our publisher, Bob Fernekees, with extensive distribution via our magazine and website, www.destinationCRM.com.

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- Third-party white papers or white paper abstracts
- Successful customer case studies
- Your company's unique value proposition or market position
- A behind-the-scenes look at your technology solution and why it's important

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2017 SCHEDULE & RATES	2017 ROUNDTABLE SCHEDULE
<p>Standard – 1 page (750 words) \$7,500 net Silver – 2 pages (1,500 words) \$10,500 net Gold – 3 pages (2,250 words) \$14,000 net Platinum – 4 pages (3,000 words) \$16,500 net</p>	<p>Participation in Webinar Roundtable – \$8,500</p>
<p>June 2017 <b>SMART CUSTOMER SERVICE ENGAGES CUSTOMERS</b> <b>SALES TOOLS THAT HELP DRIVE REVENUE</b> Reservations Due: 3/31/17 • Content Due: 4/18/17</p>	<p>June 2017 <b>THE PROMISE OF WEBRTC IN THE CONTACT CENTER</b> Roundtable Date: June 7, 2017 <b>CUSTOMER JOURNEY MAPPING TO CRAFT SUPERIOR CUSTOMER EXPERIENCES</b> Roundtable Date: June 21, 2017</p>
<p>July 2017 <b>VIEW FROM THE TOP: INSIGHTS FROM INDUSTRY VISIONARIES</b> <b>BUYER'S GUIDE</b> <b>CUSTOMER EXPERIENCE MANAGEMENT FOR BUILDING CUSTOMER LOYALTY</b> Reservations Due: 5/5/17 • Content Due: 5/18/17</p>	<p>July 2017 <b>SMART CUSTOMER SERVICE ENGAGES CUSTOMERS</b> Roundtable Date: July 12, 2017 <b>USING VOICE OF THE CUSTOMER STRATEGIES FOR BETTER CUSTOMER INSIGHTS</b> Roundtable Date: July 26, 2017</p>
<p>August 2017 <b>LEVERAGING THE SALESFORCE APPEXCHANGE MARKETPLACE</b> <b>PROACTIVE CUSTOMER SERVICE RESPECTS CUSTOMERS</b> Reservations Due: 6/2/17 • Content Due: 6/16/17</p>	<p>August 2017 <b>THE INTERSECTION OF ECOMMERCE AND CRM</b> Roundtable Date: August 2, 2017 <b>LEVERAGING SALESFORCE APPEXCHANGE FOR SALES &amp; MARKETING</b> Roundtable Date: August 16, 2017 <b>PREDICTIVE &amp; PRESCRIPTIVE ANALYTICS</b> Roundtable Date: August 23, 2017</p>
<p>September 2017 <b>2017 CONTACT CENTER INNOVATIONS</b> <b>THE INTERSECTION OF ECOMMERCE AND CRM</b> Reservations Due: 6/30/17 • Content Due: 7/19/17</p>	<p>September 2017 <b>PROACTIVE CUSTOMER SERVICE RESPECTS CUSTOMERS</b> Roundtable Date: September 13, 2017 <b>WORKFORCE OPTIMIZATION FOR MORE PRODUCTIVE EMPLOYEES AND HAPPIER CUSTOMERS</b> Roundtable Date: September 27, 2017</p>
<p>October 2017 <b>USING VOICE OF THE CUSTOMER STRATEGIES FOR BETTER CUSTOMER INSIGHTS</b> <b>CUSTOMERS PREFER SELF-SERVICE</b> Reservations Due: 8/4/17 • Content Due: 8/18/17</p>	<p>October 2017 <b>CUSTOMER EXPERIENCE MANAGEMENT FOR BUILDING CUSTOMER LOYALTY</b> Roundtable Date: October 11, 2017 <b>THE EVOLUTION OF CONTACT CENTERS TO CUSTOMER ENGAGEMENT CENTERS</b> Roundtable Date: October 25, 2017</p>
<p>November 2017 <b>THE EVOLUTION OF CONTACT CENTERS TO CUSTOMER ENGAGEMENT CENTERS</b> <b>MUST HAVE SALES &amp; MARKETING TOOLS THAT DELIVER IMMEDIATE ROI</b> Reservations Due: 9/1/17 • Content Due: 9/18/17</p>	<p>November 2017 <b>BUSINESS INTELLIGENCE &amp; ANALYTIC SOLUTIONS FOR DEEPER INSIGHTS</b> Roundtable Date: November 1, 2017 <b>CUSTOMERS PREFER SELF-SERVICE</b> Roundtable Date: November 15, 2017</p>
<p>December 2017 <b>BUSINESS INTELLIGENCE &amp; ANALYTIC SOLUTIONS FOR DEEPER INSIGHTS</b> <b>WORKFORCE OPTIMIZATION FOR MORE PRODUCTIVE EMPLOYEES AND HAPPIER CUSTOMERS</b> Reservations Due: 10/6/17 • Content Due: 10/19/17</p>	<p>December 2017 <b>2017 CONTACT CENTER INNOVATIONS</b> Roundtable Date: December 6, 2017 <b>MUST HAVE SALES &amp; MARKETING TOOLS THAT DELIVER IMMEDIATE ROI</b> Roundtable Date: December 13, 2017</p>