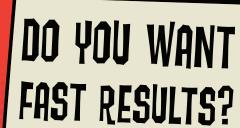
Best Practices

Must-Have Sales & Marketing Tools That Deliver Immediate





Building a sales force starts with hiring the right people with the right drive and instincts. But gaining a competitive edge often relies on providing the tools that optimize the chances for positive outcomes.

Technology and services that offer salespeople deeper account insights, better leads, more compelling presentations, and actually help close business are what salespeople need to be effective.

This special section focuses on the sales and marketing tools that can generate quick results.

Roundtable Date: December 13, 2017, at 2:00 p.m.

In CRM magazine's November 2017 Issue

Content Due: September 25, 2017

■ Also in November: THE EVOLUTION OF CONTACT CENTERS TO CUSTOMER ENGAGEMENT CENTERS

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 APPEXCHANGE 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

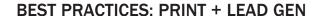
December 2017

2017 CONTACT CENTER INNOVATIONS

Roundtable Date: December 6, 2017

MUST HAVE SALES & MARKETING TOOLS
THAT DELIVER IMMEDIATE ROI

Roundtable Date: December 13, 2017





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July 2017 VIEW FROM THE TOP: INSIGHTS FROM INDUSTRY VISIONARIES

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LEVERAGING THE SALESFORCE APPEXCHANGE MARKETPLACE PROACTIVE CUSTOMER SERVICE RESPECTS CUSTOMERS

Reservations Due: 6/2/17 • Content Due: 6/16/17

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Roundtable Date: October 11, 2017

THE EVOLUTION OF CONTACT CENTERS TO CUSTOMER

ENGAGEMENT CENTERS

BUSINESS INTELLIGENCE & ANALYTIC SOLUTIONS

Roundtable Date: October 25, 2017

November 2017

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

BUSINESS INTELLIGENCE & ANALYTIC

EMPLOYEES AND HAPPIER CUSTOMERS

SOLUTIONS FOR DEEPER INSIGHTS

MUST HAVE SALES & MARKETING TOOLS THAT DELIVER IMMEDIATE ROI

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FOR DEEPER INSIGHTS Roundtable Date: November 1, 2017

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