

Best Practices



AI-Powered Sales Teams

According to a report by McKinsey Global Institute, 40% of the time spent on sales activities could be freed up by automation if companies would just adopt current AI technologies. And AI can do far more than just automate routine administrative tasks—it can also uncover better leads; provide stronger, more relevant information; shorten sales cycles; and assist salespeople with closing deals.

Join us in this Best Practices installment and show our readers how to help their revenue producers be more successful with AI sales tools.

Published in **December 2018** CRM magazine

Content Due: **October 25, 2018**

Also in December: ■ CALL CENTERS TO CUSTOMER ENGAGEMENT CENTERS

2018 & 2019 ROUNDTABLES

November 2018

VOICE OF THE CUSTOMER PROGRAMS:

FROM LISTENING TO ACTION

Roundtable Date: 11/7/18

CRM AND **ECOMMERCE**: A WINNING COMBINATION

Roundtable Date: 11/14/18

December 2018

PROACTIVE CUSTOMER SERVICE:

ANTICIPATING CUSTOMER NEEDS

Roundtable Date: 12/5/18

TOP 2018 INNOVATIONS IN CRM

Roundtable Date: 12/12/18

January 2019

CRM **MEGATRENDS** TO WATCH IN 2019:

PREDICTIONS FROM THE TOP LEADERS DRIVING CHANGE

Roundtable Date: 1/23/19

REAL-TIME **ANALYTICS** FOR BETTER CUSTOMER EXPERIENCES AND MORE LOYAL CUSTOMERS

Roundtable Date: 1/30/19

February 2019

CUSTOMER EXPERIENCE TRANSFORMATION IN 2019

Roundtable Date: 2/13/19

INVALUABLE **SALES ENABLEMENT** TOOLS THAT ACTUALLY BOOST SALES

Roundtable Date: 2/27/19

March 2019

AI AND THE CONTACT CENTER:

RADICAL REVOLUTION OR METHODOICAL EVOLUTION?

Roundtable Date: 3/13/19

DATA-DRIVEN RELATIONSHIPS:

THE KEY TO KNOWING YOUR CUSTOMERS

Roundtable Date: 3/27/19

April 2019

KNOWLEDGE MANAGEMENT—

FOR MORE INTELLIGENT CUSTOMER SUPPORT

Roundtable Date: 4/10/19

MEASURING CX WITH **VOICE OF THE CUSTOMER** AND **JOURNEY ANALYTICS**

Roundtable Date: 4/24/19

CRM MAGAZINE'S BEST PRACTICES WHITE PAPER SERIES

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MULTICHANNEL MARKETING PROGRAM

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Your editorial topics can range from:

- 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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2019 SCHEDULE & RATES

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

2019 ROUNDTABLE SCHEDULE

Participation in
Webinar Roundtable – \$8,500

January 2019

CRM MEGATRENDS TO WATCH IN 2019: PREDICTIONS FROM THE TOP LEADERS DRIVING CHANGE

DATA-DRIVEN RELATIONSHIPS: THE KEY TO KNOWING YOUR CUSTOMERS

Reservations Due: 11/12/18 • Content Due: 12/7/18

January 2019

CRM MEGATRENDS TO WATCH IN 2019: PREDICTIONS FROM THE TOP LEADERS DRIVING CHANGE

Roundtable Date: 1/23/19

REAL-TIME **ANALYTICS** FOR BETTER CUSTOMER EXPERIENCES AND MORE LOYAL CUSTOMERS

Roundtable Date: 1/30/19

February 2019

CONVERSATIONAL **AI** FOR BETTER CUSTOMER EXPERIENCES
MEASURING CX WITH **VOICE OF THE CUSTOMER** AND **JOURNEY ANALYTICS**

Reservations Due: 11/12/18 • Content Due: 12/7/19

February 2019

CUSTOMER EXPERIENCE TRANSFORMATION IN 2019

Roundtable Date: 2/13/19

INVALUABLE **SALES ENABLEMENT** TOOLS THAT ACTUALLY BOOST SALES

Roundtable Date: 2/27/19

March 2019

SMART CUSTOMER SERVICE

DATA QUALITY: CRITICAL COMPONENT FOR CRM SUCCESS

Reservations Due: 1/11/19 • Content Due: 1/25/19

March 2019

AI AND THE **CONTACT CENTER:** RADICAL REVOLUTION OR METHODOLOGICAL EVOLUTION?

Roundtable Date: 3/13/19

DATA-DRIVEN RELATIONSHIPS: THE KEY TO KNOWING YOUR CUSTOMERS

Roundtable Date: 3/27/19

April 2019

DIGITAL TRANSFORMATION: FROM **CALL CENTERS** TO CUSTOMER ENGAGEMENT CENTERS
TOP **APPEXCHANGE** SOLUTIONS FOR YOUR SALESFORCE PLATFORM

Reservations Due: 2/11/19 • Content Due: 2/25/19

April 2019

KNOWLEDGE MANAGEMENT—FOR MORE INTELLIGENT CUSTOMER SUPPORT

Roundtable Date: 4/10/19

MEASURING CX WITH **VOICE OF THE CUSTOMER** AND **JOURNEY ANALYTICS**

Roundtable Date: 4/24/19

May 2019

CUSTOMER EXPERIENCE TRANSFORMATION IN 2019
WORKFORCE OPTIMIZATION: THE WORKHORSE OF **CONTACT CENTER** MANAGEMENT

Reservations Due: 3/12/19 • Content Due: 3/26/19

May 2019

THE STATE OF **AI** IN **MARKETING**

Roundtable Date: 5/8/19

DATA QUALITY: CRITICAL COMPONENT FOR CRM SUCCESS

Roundtable Date: 5/22/19

June 2019

KNOWLEDGE MANAGEMENT—FOR MORE INTELLIGENT CUSTOMER SUPPORT
THE **IVR** IN THE NEW AGE OF **VOICE**

Reservations Due: 4/11/19 • Content Due: 4/25/19

June 2019

DIGITAL TRANSFORMATION: FROM **CALL CENTERS** TO CUSTOMER ENGAGEMENT CENTERS

Roundtable Date: 6/5/2019

TOP **APPEXCHANGE** SOLUTIONS FOR YOUR SALESFORCE PLATFORM

Roundtable Date: 6/19/19

July 2019

TOP 100 CRM SOLUTIONS: THE SHORT LISTS
AI AND THE **CONTACT CENTER:** RADICAL REVOLUTION OR METHODOLOGICAL EVOLUTION?

Reservations Due: 5/13/19 • Content Due: 6/7/19

July 2019

SMART CUSTOMER SERVICE

Roundtable Date: 7/17/19

CUSTOMER RELATIONSHIP **MARKETING:** THE NEW CRM

Roundtable Date: 7/31/19