

Best Practices



What's Hot in Sales Enablement

Sales enablement tools have had a huge impact on productivity and revenue in recent years. Many companies have done a much better job of providing salespeople with the tools to spot opportunities and the information to close deals. Searching for marketing content, cobbling together contracts, and looking for the most promising prospects can be accelerated with stronger sales enablement strategies and technologies.

If your company has a sales enablement solution, tell our readers how they can speed revenue growth and close bigger deals using your solutions and processes.

Roundtable Date: September 12, 2018

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Also in May: ■ SMOOTH CUSTOMER JOURNEYS DELIVER SMOOTH CUSTOMER EXPERIENCES

2018 ROUNDTABLES

April 2018

INTELLIGENT CONTACT CENTERS IN 2018: AN INDUSTRY UPDATE

Roundtable Date: April 4, 2018

GETTING BIG DATA IN SHAPE – QUALITY, CLEANSING, DATA MANAGEMENT

Roundtable Date: April 25, 2018

May 2018

MOBILE CUSTOMER SERVICE: THE FIRST LINE OF SERVICE

Roundtable Date: May 2, 2018

ACTIONABLE INSIGHTS WITH PREDICTIVE ANALYTICS FOR MARKETERS

Roundtable Date: May 9, 2018

THE FUNDAMENTALS OF B2B MARKETING

Roundtable Date: May 23, 2018

June 2018

KNOWLEDGE MANAGEMENT: CRUCIAL FOR CUSTOMER SERVICE SUCCESS

Roundtable Date: June 6, 2018

SALESFORCE APPEXCHANGE SOLUTIONS FOR SALES & MARKETING

Roundtable Date: June 13, 2018

OPTIMIZE YOUR WORKFORCE: INTELLIGENT WFO STRATEGIES FOR MORE PRODUCTIVE AGENTS

Roundtable Date: June 20, 2018

July 2018

SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS

Roundtable Date: July 11, 2018

CHOOSING THE RIGHT MARKETING TECHNOLOGY STACK

Roundtable Date: July 25, 2018

August 2018

BUSINESS INTELLIGENCE AND ANALYTICS: A CRM PERSPECTIVE

Roundtable Date: August 1, 2018

HIGHLY EFFECTIVE CUSTOMER EXPERIENCE STRATEGIES

Roundtable Date: August 15, 2018

AI-POWERED SALES TEAMS

Roundtable Date: August 29, 2018

September 2018

WHAT'S HOT IN SALES ENABLEMENT

Roundtable Date: September 12, 2018

TRANSFORMING CUSTOMER SERVICE WITH ARTIFICIAL INTELLIGENCE

Roundtable Date: September 26, 2018

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2018 SCHEDULE & RATES	2018 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>
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<p>May 2018 SMOOTH CUSTOMER JOURNEYS DELIVER SMOOTH CUSTOMER EXPERIENCES WHAT'S HOT IN SALES ENABLEMENT Reservations Due: 3/13/18 • Content Due: 3/20/18</p>	<p>May 2018 MOBILE CUSTOMER SERVICE: THE FIRST LINE OF SERVICE Roundtable Date: May 2, 2018 ACTIONABLE INSIGHTS WITH PREDICTIVE ANALYTICS FOR MARKETERS Roundtable Date: May 9, 2018 THE FUNDAMENTALS OF B2B MARKETING Roundtable Date: May 23, 2018</p>
<p>June 2018 SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS GETTING BIG DATA IN SHAPE – QUALITY, CLEANSING, DATA MANAGEMENT Reservations Due: 4/11/18 • Content Due: 4/18/18</p>	<p>June 2018 KNOWLEDGE MANAGEMENT: CRUCIAL FOR CUSTOMER SERVICE SUCCESS Roundtable Date: June 6, 2018 SALESFORCE APPEXCHANGE SOLUTIONS FOR SALES & MARKETING Roundtable Date: June 13, 2018 OPTIMIZE YOUR WORKFORCE: INTELLIGENT WFO STRATEGIES FOR MORE PRODUCTIVE AGENTS Roundtable Date: June 20, 2018</p>
<p>July 2018 TRANSFORMING CUSTOMER SERVICE WITH ARTIFICIAL INTELLIGENCE CUSTOMER COMMUNICATIONS MANAGEMENT: THE CORNERSTONE OF CUSTOMER INTERACTIONS Reservations Due: 5/10/18 • Content Due: 5/17/18</p>	<p>July 2018 SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS Roundtable Date: July 11, 2018 CHOOSING THE RIGHT MARKETING TECHNOLOGY STACK Roundtable Date: July 25, 2018</p>
<p>August 2018 MOBILE CUSTOMER SERVICE: THE FIRST LINE OF SERVICE ADVANCED ANALYTICS FOR BETTER CUSTOMER EXPERIENCES Reservations Due: 6/10/18 • Content Due: 6/17/18</p>	<p>August 2018 BUSINESS INTELLIGENCE AND ANALYTICS: A CRM PERSPECTIVE Roundtable Date: August 1, 2018 HIGHLY EFFECTIVE CUSTOMER EXPERIENCE STRATEGIES Roundtable Date: August 15, 2018 AI-POWERED SALES TEAMS Roundtable Date: August 29, 2018</p>
<p>September 2018 2018 CONTACT CENTER INNOVATIONS BUSINESS INTELLIGENCE AND ANALYTICS: A CRM PERSPECTIVE CUSTOMER SELF-SERVICE FOR BETTER CUSTOMER EXPERIENCES Reservations Due: 7/12/18 • Content Due: 7/19/18</p>	<p>September 2018 WHAT'S HOT IN SALES ENABLEMENT Roundtable Date: September 12, 2018 TRANSFORMING CUSTOMER SERVICE WITH ARTIFICIAL INTELLIGENCE Roundtable Date: September 26, 2018</p>
<p>October 2018 PROACTIVE CUSTOMER SERVICE: ANTICIPATING CUSTOMER NEEDS CRM AND ECOMMERCE: A WINNING COMBINATION Reservations Due: 8/10/18 • Content Due: 8/17/18</p>	<p>October 2018 ACCELERATE QUOTE-TO-CASH WITH CONTRACT MANAGEMENT AND CONFIGURE PRICE QUOTE SOFTWARE Roundtable Date: October 3, 2018 2018 CONTACT CENTER INNOVATIONS Roundtable Date: October 10, 2018 ADVANCED ANALYTICS FOR BETTER CUSTOMER EXPERIENCES Roundtable Date: October 24, 2018</p>