

## Best Practices



# AI-Assisted Sales in the B2B Marketplace

B2B sales is difficult. Buyers are generally well-versed in product and market information before the seller is even contacted.

The result is that the role of salespeople in a business-to-business environment has changed, and artificial intelligence can help them better adapt to their new reality by off-loading low-priority tasks like data entry, scheduling, and even sales forecasting. But saving time on clerical tasks pales compared to the ability to affect top-line revenue with better lead generation, prioritizing of sales opportunities, delivery of personalized marketing content, and suggested responses during live conversations or written messages with prospects.

AI-assisted sales can help aggregate the wisdom of what has worked in the past to help capitalize on techniques and processes that are proven to close business.

Join us in this month's Best Practices installment and tell our readers how they can leverage the power of AI-assisted sales to target and close deals faster.

*Roundtable Date: 11/13/19*

Published in **December 2019** CRM magazine | Content Due: **October 23, 2019**

Also in December: ■ 2019 CONTACT CENTER INNOVATIONS

## 2019/2020 ROUNDTABLES

**October 2019**

THE ESSENTIAL GUIDE TO CREATING EFFICIENT **CUSTOMER JOURNEYS**

*Roundtable Date: 10/9/19*

LEADING **SELF-SERVICE** CUSTOMER SUPPORT TRENDS IN 2019

*Roundtable Date: 10/23/19*

**November 2019**

2019 **CONTACT CENTER** INNOVATIONS

*Roundtable Date: 11/6/19*

**AI-ASSISTED SALES** IN THE **B2B MARKETPLACE**

*Roundtable Date: 11/13/19*

**December 2019**

SUPERIOR DECISION MAKING WITH **CUSTOMER ANALYTICS**

*Roundtable Date: 12/4/19*

CRM **CLOUD** PLATFORMS FOR **SMBS**

*Roundtable Date: 12/11/19*

**January 2020**

**CRM MEGATRENDS** TO WATCH IN 2020: A PREVIEW OF FORCES DRIVING CUSTOMER TECHNOLOGIES IN 2020

*Roundtable Date: 1/22/20*

**DATA QUALITY:** THE KEY INGREDIENT IN A DATA DRIVEN CUSTOMER STRATEGY

*Roundtable Date: 1/29/20*

**February 2020**

IS **VOICE-FIRST** TECHNOLOGY A MUST-HAVE IN 2020 AND BEYOND?

*Roundtable Date: 2/12/20*

**CUSTOMER JOURNEY ANALYTICS:** DELIVERING THE BEST POSSIBLE CUSTOMER EXPERIENCE

*Roundtable Date: 2/26/20*

**March 2020**

**AI AND THE CONTACT CENTER**

*Roundtable Date: 3/11/20*

**SMARKETING:** THE INTEGRATION OF SALES AND MARKETING

*Roundtable Date: 3/25/20*

**April 2020**

**VOICE-OF-THE-CUSTOMER** PROGRAMS FOR BETTER CUSTOMER EXPERIENCES

*Roundtable Date: 4/8/20*

**BUSINESS INTELLIGENCE AND CUSTOMER ANALYTICS:** UNCOVERING HIDDEN VALUE

*Roundtable Date: 4/22/20*

**May 2020**

**COGNITIVE CUSTOMER SERVICE** AND SUPPORT

*Roundtable Date: 5/6/20*

CREATING A **CUSTOMER ENGAGEMENT CENTER**

*Roundtable Date: 5/20/20*

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

THOUGHT LEADERSHIP & LEAD GENERATION IN ONE COMPLETE,  
MULTICHANNEL MARKETING PROGRAM

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- Social media campaign on Twitter (26,500 followers), Facebook (2,729), and LinkedIn (2,766)
- Distributed on all of CRM magazine's social networks throughout the month
- Inclusion in all eight eWeekly newsletters (45,000 per issue – 360,000 total)
- Archived on [destinationCRM.com](http://destinationCRM.com) for 1 year
- Editorial and production services included – copyediting, layout, and design

#### 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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#### 2019/2020 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

#### 2019/2020 ROUNDTABLE SCHEDULE

Participation in  
Webinar Roundtable – \$8,500

#### October 2019

WHY YOU NEED **VOICE OF THE CUSTOMER FEEDBACK**  
(AND HOW TO MEASURE IT)  
REAL-TIME ANALYTICS FOR BETTER  
**CUSTOMER EXPERIENCES** AND MORE LOYAL CUSTOMERS  
Reservations: 8/12/19 • Content: 8/16/19

#### October 2019

THE ESSENTIAL GUIDE TO CREATING EFFICIENT  
**CUSTOMER JOURNEYS**  
Roundtable Date: 10/9/19  
LEADING **SELF-SERVICE** CUSTOMER SUPPORT TRENDS  
Roundtable Date: 10/23/19

#### November 2019

**CUSTOMER ENGAGEMENT**—PREDICTOR OR DRIVER OF  
CUSTOMER VALUE?  
**CONVERSATIONAL AI** FOR BETTER CUSTOMER EXPERIENCES  
Reservations: 9/12/19 • Content: 9/18/19

#### November 2019

2019 **CONTACT CENTER** INNOVATIONS  
Roundtable Date: 11/6/19  
**AI-ASSISTED SALES** IN THE **B2B MARKETPLACE**  
Roundtable Date: 11/13/19

#### December 2019

2019 **CONTACT CENTER** INNOVATIONS  
**AI-ASSISTED SALES** IN THE **B2B MARKETPLACE**  
Reservations: 10/15/2019 • Content: 10/21/19

#### December 2019

SUPERIOR DECISION MAKING WITH **CUSTOMER ANALYTICS**  
Roundtable Date: 12/4/19  
**CRM CLOUD PLATFORMS FOR SMBs**  
Roundtable Date: 12/11/19

#### January 2020

CRM **MEGATRENDS** TO WATCH IN 2020: A PREVIEW OF  
FORCES DRIVING CUSTOMER TECHNOLOGIES IN 2020  
**CUSTOMER COMMUNICATIONS MANAGEMENT** – THE KEY  
TO CONSISTENT COMMUNICATIONS  
Reservations: 11/20/19 • Content: 12/2/19

#### January 2020

CRM **MEGATRENDS** TO WATCH IN 2020: A PREVIEW OF  
FORCES DRIVING CUSTOMER TECHNOLOGIES IN 2020  
Roundtable Date: 1/22/20  
**DATA QUALITY**: THE KEY INGREDIENT IN A DATA DRIVEN  
CUSTOMER STRATEGY  
Roundtable Date: 1/29/20

#### February 2020

CLOUD **CONTACT CENTER** SOLUTIONS  
**MOBILE-FIRST** CUSTOMER CARE  
Reservations: 1/25/20 • Content: 1/2/20  
Online Marketing: 2/1/20 • MARCH Issue Mail Date: 2/14/20

#### February 2020

IS **VOICE-FIRST** TECHNOLOGY A MUST-HAVE IN 2020 AND BEYOND?  
Roundtable Date: 2/12/20  
**CUSTOMER JOURNEY ANALYTICS**: DELIVERING THE BEST  
POSSIBLE CUSTOMER EXPERIENCE  
Roundtable Date: 2/26/20

#### March 2020

**AI-BASED SPEECH ANALYTICS** FOR ACTIONABLE INSIGHTS  
**SELF-SERVICE** FOR HIGHER CUSTOMER SATISFACTION  
Reservations: 1/13/20 • Ads/Content: 3/20/20

#### March 2020

**AI AND THE CONTACT CENTER**  
Roundtable Date: 3/11/20  
**SMARKETING**: THE INTEGRATION OF SALES AND MARKETING  
Roundtable Date: 3/25/20

#### April 2020

CUSTOMER **AUTHENTICATION**, IDENTITY RESOLUTION &  
**VOICE BIOMETRICS**  
CREATING A GREAT **OMNI-CHANNEL** EXPERIENCE FOR GREAT  
CUSTOMER EXPERIENCES  
Reservations: 2/10/20 • Content: 2/18/20

#### April 2020

**VOICE-OF-THE-CUSTOMER** PROGRAMS FOR BETTER  
CUSTOMER EXPERIENCES  
Roundtable Date: 4/8/20  
**BUSINESS INTELLIGENCE** AND CUSTOMER **ANALYTICS**:  
UNCOVERING HIDDEN VALUE  
Roundtable Date: 4/22/20

#### May 2020

HOW DO YOU **MEASURE CUSTOMER EXPERIENCE**?  
**CUSTOMER DATA PLATFORMS** FOR A UNIFIED VIEW OF THE  
CUSTOMER  
Reservations: 3/12/20 • Content: 3/19/20

#### May 2020

**COGNITIVE CUSTOMER SERVICE** AND SUPPORT  
Roundtable Date: 5/6/20  
CREATING A **CUSTOMER ENGAGEMENT CENTER**  
Roundtable Date: 5/20/20