

Best Practices

thought leadership & lead generation



Sales Enablement Tools for Next-Generation Sales Teams

In this Best Practices installment, we look at the current state of sales enablement tools that provide salespeople with the information, content, and resources that help salespeople sell more effectively.

Sales enablement solutions are key for sales forces of any size, from SMBs to the enterprise market. But they must be easy to use and demonstrate real value for salespeople, or they just won't be used.

Sales enablement tools help reps learn faster, sell smarter, and sell more effectively.

They cut average sales cycle length; raise the number of reps achieving quota; and increase average deal size. And they scale, allowing large sales teams to achieve quota in a predictable and repeatable way.

If you have a sales enablement solution, our readers would love to hear more about what you have to offer.

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Also in December: ■ Creating a Customer Engagement Center

2020 BEST PRACTICES SCHEDULE & RATES

Standard – 1 page (750 words) \$7,500 net
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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

JUNE 2020

Smart Customer Service Transformation
Conversational AI Use Cases in Customer Service
Reservations: 4/13/20 • Content: 4/20/20

JUNE 2020

Why Is **Customer Experience** So Darn Important? And How to Improve Your CX Efforts • Roundtable Date: 6/3/2020
Smart IVRs for Better Customer Experiences • Roundtable Date: 6/17/2020

JULY 2020

Customer Journey Analytics: Delivering the Best Possible Customer Experience
Business Intelligence and **Customer Analytics:** Uncovering Hidden Value
Reservations: 5/22/20 • Content: 6/1/20
(Published in July/Aug Issue • Online Marketing: 7/1/20)

JULY 2020

Mobile-First Customer Care • Roundtable Date: 7/15/2020
AI Based Speech Analytics for Actionable Insights • Roundtable Date: 7/29/2020

AUGUST 2020

Why Is **Customer Experience** So Darn Important? And How to Improve Your CX Efforts
Cognitive Customer Service and Support
Reservations: 7/20/20 • Content: 7/25/20
(Published in September Issue • Online Marketing: 8/1/20)

AUGUST 2020

How Do You **Measure Customer Experience?** • Roundtable Date: 8/12/2020
Customer Data Platforms for a **Unified View** of the **Customer** • Roundtable Date: 8/26/2020

SEPTEMBER 2020

AI and the **Contact Center**
Smart Marketing: The Integration of Sales and Marketing
Reservations 7/13/20 • Content 7/20/20

SEPTEMBER 2020

Cloud Contact Center Solutions • Roundtable Date: 9/16/2020
Self-Service for Higher Customer Satisfaction • Roundtable Date: 9/30/2020

OCTOBER 2020

Is **Voice-First Technology** a Must-Have in 2020 and Beyond?
Data Quality: The Key Ingredient in a Data-Driven Customer Strategy
Reservations 8/12/20 • Content 8/19/20

OCTOBER 2020

Creating a Great **Omnichannel** Experience for Great Customer Experiences • Roundtable Date: 10/7/2020
Conversational AI Use Cases in Customer Service • Roundtable Date: 10/21/2020

NOVEMBER 2020

Voice-of-the-Customer Programs for Better Customer Experiences
Smart IVRs for Better Customer Experiences
Reservations 9/11/20 • Content 9/18/20

NOVEMBER 2020

Customer Authentication, Identity Resolution, & Voice Biometrics • Roundtable Date: 11/4/2020
Customer Support Transformation for 2020 • Roundtable Date: 11/18/2020

DECEMBER 2020 (ONLINE ONLY)

Creating a **Customer Engagement Center**
Sales Enablement Tools for Next-Generation Sales Teams
Content 11/20/20

DECEMBER 2020

2021 **Contact Center Innovations:** A Preview • Roundtable Date: 12/2/2020
Customer **Communications Management**—The Key to Consistent Communications • Roundtable Date: 12/16/2020

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