

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

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Standard - 1 page (750 words) \$7,500 net Silver - 2 pages (1,500 words) \$8,500 net Gold - 3 pages (2,250 words) \$9,500 net **Platinum -** 4 pages (3,000 words) \$10,500 net

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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

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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

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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

Customer Authentication. Identity Resolution, & Voice Biometrics . Roundtable Date: 11/4/2020

Customer Support Transformation for 2020 • Roundtable Date: 11/18/2020

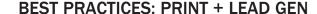
DECEMBER 2020 (ONLINE ONLY)

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

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