

# Sales Enablement Tools for 21st-Century Sales Teams

Sales teams face new challenges as buyers are better prepared than ever to evaluate vendors and products without ever speaking to a sales representative.

Sales enablement tools can combine business intelligence, content analytics, customer experience, CRM, gamification, automation, sales analytics, and other processes to enable sales reps to close deals.

Contribute your experiences and recommendations to this month's Best Practices installment and help our readers learn how these new tools and technologies can help their sales teams close more business and increase their win ratios.

Roundtable Date: 8/24/2022

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Also Marketed in February: Identity Verification in a Scary World

### **2022 BEST PRACTICES SCHEDULE & RATES**

**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

### 2022 ROUNDTABLE SCHEDULE

Participation in Webinar Roundtable - \$8,500

1/12/22 Megatrends in Customer

2/2/22 Contact Center as a Service

(CaaS): Why Now Is the Time

Technology: Expert Predictions for 2022

1/26/22 Voice-of-the-Customer Programs

### **JANUARY**

**FERRUARY** 

Megatrends in Customer Technology: Expert Predictions for 2022 and Beyond Roundtable Date: 1/12/2022

How to Deliver Exceptional Customer Experiences

Roundtable Date: 1/16/2022

### **FERRUARY**

Sales Enablement Tools for 21st-Century Sales Teams

Roundtable Date: 8/3/2022

Identity Verification in a Scary World Roundtable Date: 10/26/2022

### MARCH

Speech Analytics in the Contact Center Roundtable Date: 6/1/2022

Customer Data Platforms for True Personalization Roundtable Date: 9/28/2022

### 2/16/22 Customer Journey Management for Maximum Customer Engagement

**JANUARY** 

and Beyond

Guide CX Improvement

3/2/22 The Power of Personalization in Customer Experience

3/30/22 Al-Powered Self-Service: The Next Step in Empowering Your Customers

### **APRIL**

**Digital Transformation** of the Contact

Roundtable Date: 7/13/2022

Voice-of-the-Customer Programs Guide CX Improvement Roundtable Date: 1/26/2022

4/6/22 Contact Center Analytics: Actionable Intelligence at the Point of

4/27/22 Smart Customer Service Done Right: Real-World Success Stories From the Field

Contact Center as a Service (CaaS): Why Now Is the Time

Roundtable Date: 2/2/2022

**Customer Journey Management for** Maximum Customer Engagement Roundtable Date: 2/16/2022

### MAY

5/11/22 Creating an Omnichannel Strategy for Seamless Customer Journeys

5/25/22 Conversational AI: The Promise of Intelligent Customer Support

The Power of **Personalization** in Customer Experience

Roundtable Date: 3/2/2022

Al-Powered Self-Service: The Next Step in Empowering Your Customers Roundtable Date: 3/30/2022

6/1/22 Speech Analytics in the Contact

6/15/22 Data Quality Challenges for a Data-Diven Decade

**Happier Agents Create Happier** Customers

Roundtable Date: 10/12/2022

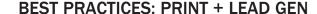
Welcome to the Customer Experience

Roundtable Date: 8/31/2022

### JULY

7/13/22 Digital Transformation of the Contact Center

7/27/22 The Management of Customer Experiences





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