

## Best Practices



# 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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## 2022 BEST PRACTICES SCHEDULE & RATES

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## 2022 ROUNDTABLE SCHEDULE

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### JANUARY

**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*

### JANUARY

**1/12/22** Megatrends in Customer Technology: Expert Predictions for 2022 and Beyond  
**1/26/22** Voice-of-the-Customer Programs Guide CX Improvement

### FEBRUARY

**Sales Enablement Tools** for 21st-Century Sales Teams  
*Roundtable Date: 8/3/2022*  
**Identity Verification** in a Scary World  
*Roundtable Date: 10/26/2022*

### FEBRUARY

**2/2/22** Contact Center as a Service (CaaS): Why Now Is the Time  
**2/16/22** Customer Journey Management for Maximum Customer Engagement

### MARCH

**Speech Analytics** in the Contact Center  
*Roundtable Date: 6/1/2022*  
**Customer Data Platforms** for True Personalization  
*Roundtable Date: 9/28/2022*

### MARCH

**3/2/22** The Power of Personalization in Customer Experience  
**3/30/22** AI-Powered Self-Service: The Next Step in Empowering Your Customers

### APRIL

**Digital Transformation** of the Contact Center  
*Roundtable Date: 7/13/2022*  
**Voice-of-the-Customer** Programs Guide CX Improvement  
*Roundtable Date: 1/26/2022*

### APRIL

**4/6/22** Contact Center Analytics: Actionable Intelligence at the Point of Service  
**4/27/22** Smart Customer Service Done Right: Real-World Success Stories From the Field

### MAY

**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

### JUNE

The Power of **Personalization** in Customer Experience  
*Roundtable Date: 3/2/2022*  
**AI-Powered Self-Service:** The Next Step in Empowering Your Customers  
*Roundtable Date: 3/30/2022*

### JUNE

**6/1/22** Speech Analytics in the Contact Center  
**6/15/22** Data Quality Challenges for a Data-Driven Decade

### JULY

**Happier Agents Create Happier Customers**  
*Roundtable Date: 10/12/2022*  
Welcome to the **Customer Experience Center!**  
*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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