



SALES ENGAGEMENT

masters

POWERED BY  Skaled

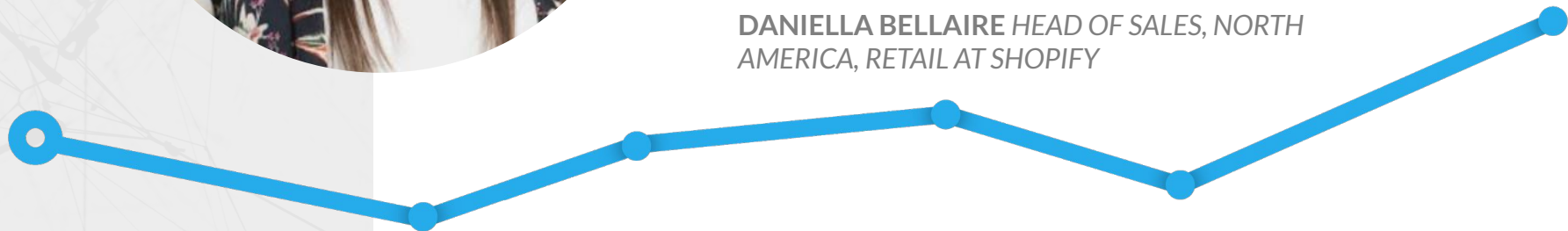
April 23, 2020, Session 1



LECTURE, 12:30 - 1:00 PM CT

Future Proof Your Business: Why Sales & Marketing Leadership Should Care About Sales Engagement

DANIELLA BELLAIRE *HEAD OF SALES, NORTH
AMERICA, RETAIL AT SHOPIFY*



A modern clothing boutique interior. A customer in a green hoodie and pink pants stands at a white counter, talking to a staff member in a purple shirt who is looking at a laptop. The room has light blue walls, a white chandelier with five globe lights, and clothing racks with various items. There are also circular wall decorations and a pink bench in the foreground.

Future Proof Your Business Why Sales & Marketing Leadership Should Care About Sales Engagement





World's Largest Commerce Platform

WITH OVER
1M
MERCHANTS

Top 10 Most Innovative Companies In Retail

ACCORDING TO
FAST COMPANY

Number 1 Commerce Platform

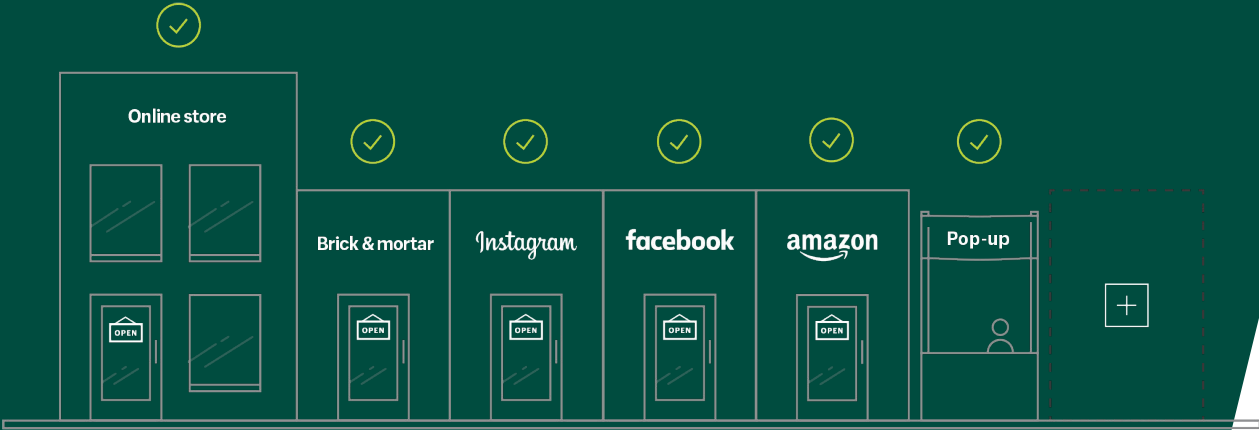
AS RANKED BY
G² | CROWD

Contents

- 01 The World has Changed...
- 02 Sales Engagement Pillars
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- 04 Why Should Leadership Care
- 05 Q&A



Our world has fundamentally changed.





Poll

Sales Engagement Pillars We Should Care About



Sales & Marketing
Alignment



Vertical Strategy &
Target Persona



Investing in Tech Stack



Sales Engagement/
Positioning

Sales & Marketing Alignment

01

Align on Metrics

- Ownership
- Reporting
- Assumptions

02

Tribes

- Align marketing and sales in tribes to mobilize fast.

03

Regular cadences

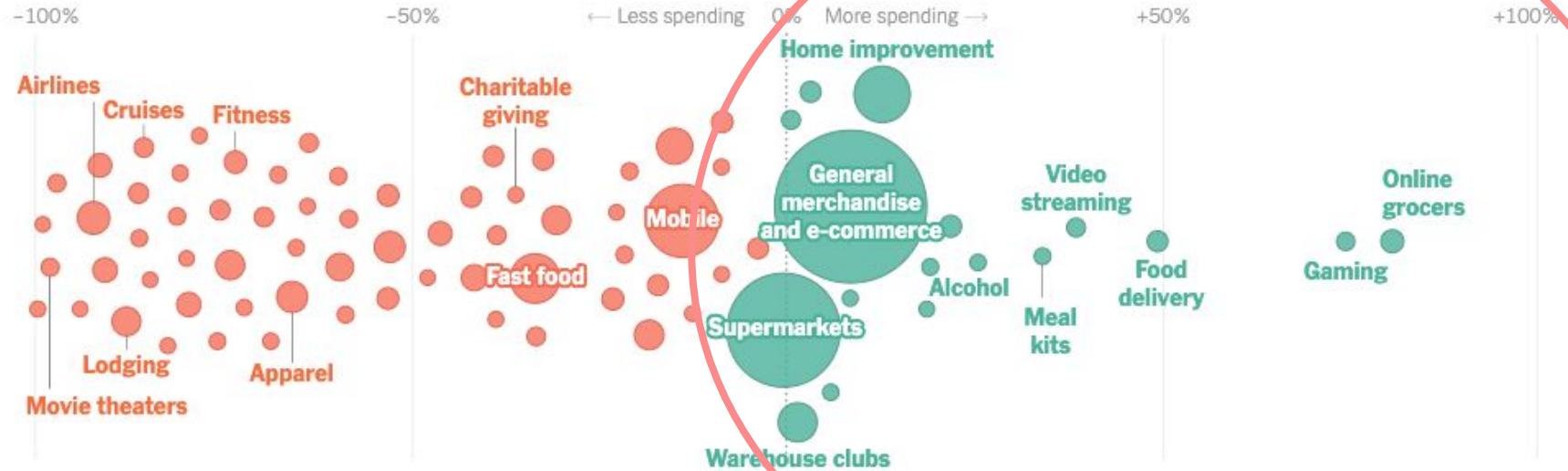
- Accountability
- Delegated metric ownership surfaced weekly

04

Leadership

- Executive alignment and time investment

Assess Vertical Performance & Target Persona



Change in spending from 2019 for the week ending April 1. Bubbles are sized by industry sales.

Sales Engagement / Positioning

01

Re-think the approach to your new audience.

02

Align on a position that is empathetic and shows value to prospects

03

Build enablement content and strategy

04

Roll out training to all customer facing teams

Invest in the Tech Stack



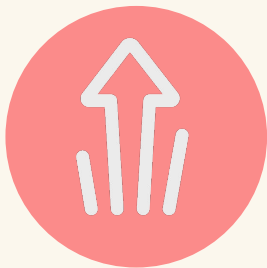
asana

GURU

zoom



Why should leadership care...



SiriusDecisions Research found that highly aligned companies grow

19%

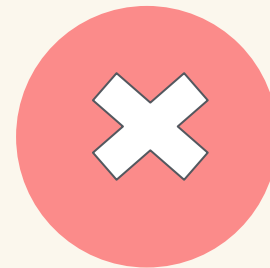
Faster and are 15% more profitable



Put **the most innovative tech** in your sales and marketing teams hands.

6

On average the typical salesperson uses six tech tools.



Of the deals in your pipeline will stall

58%

Reps are unable to add value and drive tailored positioning at each sales stage

Q&A

Thank you.
Let's stay in touch!



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