Sales Enablement Society

Sales Enablement Society Webinar

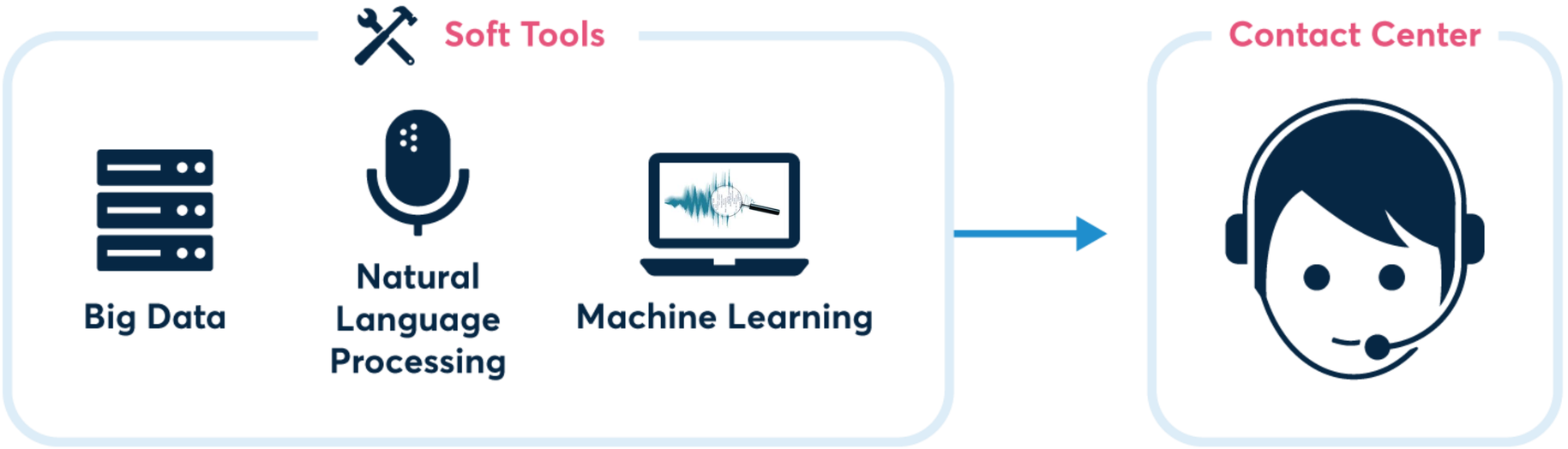
The Real Value of AI for Sales Enablement: How AI Can Impact Your Practice Right Now and Your Future SE Strategies

Presenter: Sergey Medved
Head of Product
at ClearSlide

Presenter: Victor Antonio
Author, Keynote Speaker, and
Business Consultant

AI MOMENT

Lead Prioritization using ML + NLP

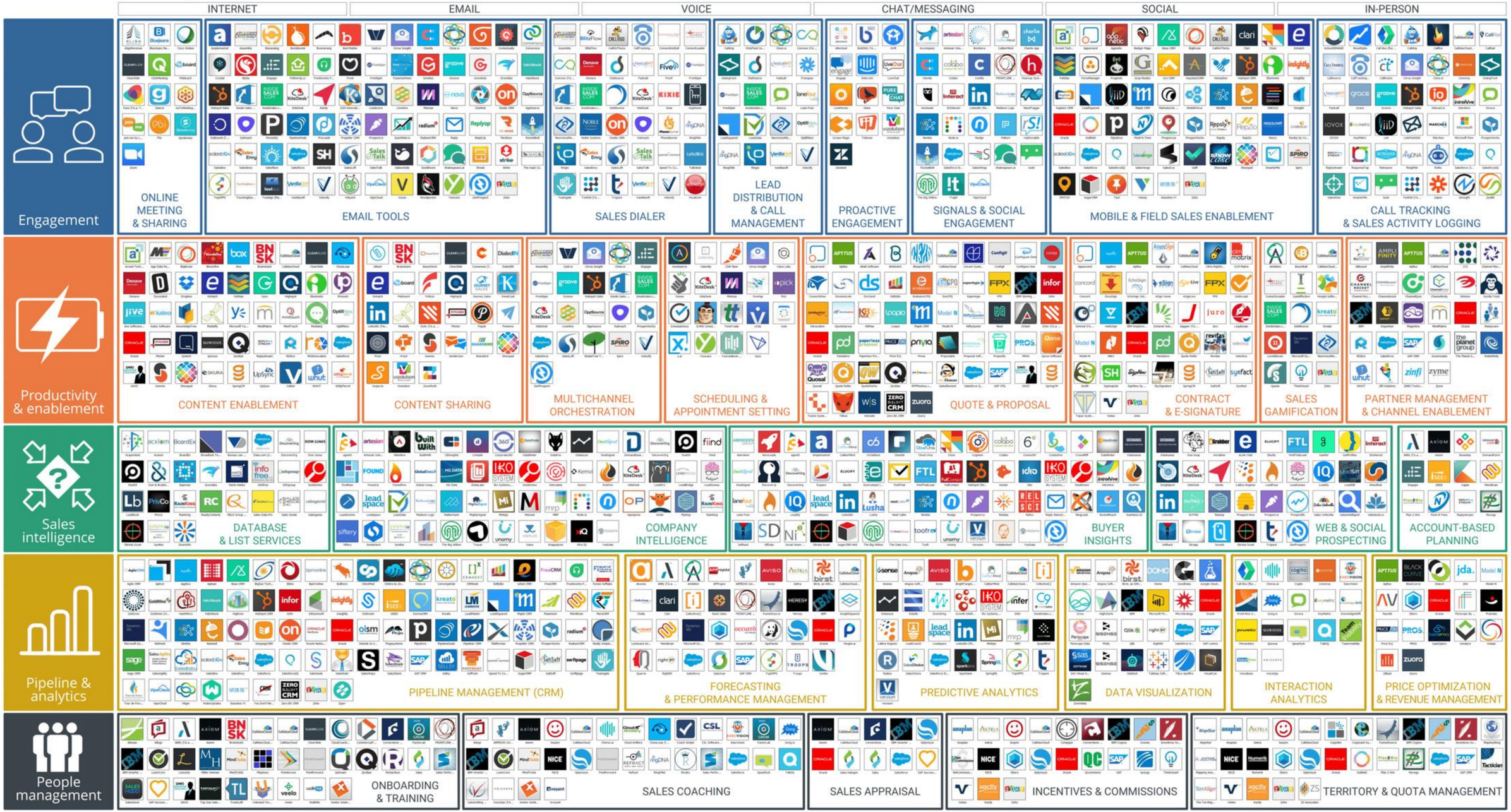


Alexa
IBM Watson
phrasee
nest
amazon
Boomerang
conversica
VICTOR ANTONIO
JAMES GLENN ANDERSON
SALES EX MACHINA
HOW ARTIFICIAL INTELLIGENCE IS CHANGING THE WORLD OF SELLING
DISPLAYR
salesforce
amazon web services™
IPSOFT

DESIGNED BY
Nicolas De Kouchkovsky

SalesTech Landscape

POWERED BY
VB | Profiles



Ed 4.03

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Inside Sales Landscape

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	Internet	Email	Voice	Chat/messaging	Social
Engagement	Online Meetings	Email Tools	Sales Dialer; Call Management	Proactive Engagement	Social Signals & Engagement; Sales Activity Logging
Productivity & Enablement	Content Enablement	Content Sharing	Desktop Unification	Quote & Proposal	Contract & E-Signature; Sales Gamification
Sales Intelligence	Database & List Services	Company Intelligence	Buyer Insights		Social Prospecting
Pipeline & Analytics	Pipeline Management	Performance Management	Data Visualization	Predictive Analytics	Interaction Analytics
People Management	Onboarding & Training	Coaching & Appraisal	Incentives & Commissions		Territory & Quota Management

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Sources: chiefmartec.com Marketing Technology Landscape Supergraphic, Heinz Marketing Landscape Directory, BetaKit Canadian Startup Map, Mattermark, Capterra, Google

Produced by John Zupancic and Augustine Karczmarczyk

IMPLEMENTATION	OUTPUT	STRATEGY
LEAD SCORING	**PRIORITY LIST**	**GAIN (ACQUISITION)**
UPSELL - CROSS-SELL	PRODUCT SUGGESTION	GROW (WALLET SHARE)
LINE OF CREDIT	Y/N OR MAXIMUM $	GAIN - RETAIN
NEW MARKETS	GO OR NO GO	GAIN
PRODUCT TAM	REVENUE	GAIN
PRICE OPTIMIZATION	**VOLUME OR REVENUE #**	**GROW**
RFP DISCOUNT	PERCENTAGE	GAIN - RETAIN
CLIENT CHURN	**CLASS (SET)**	**RETAIN**
EMPLOYEE CHURN	INDIVIDUALS	RETAIN
MARKETING MAILER	LIST	GAIN - GROW
CHANNEL MIX	CHANNEL - REVENUE	GROW- GROW
FORECAST	VOLUME OR REVENUE #	GAIN - RETAIN
SALESPEOPLE HIT QUOTA	INDIVIDUALS	RETAIN
DEALS TO FOCUS ON	PROSPECTS - CLIENTS	GAIN
DORMANT CLIENTS	**LIST**	**REACTIVATE**

Sales Enablement Society
Virtual Conference
October 26th - 29th

Forward Momentum
For a New Decade

www.sesociety.org