

Keynote Brochure

**The 3 Most Important
Topics in B2B Sales and
Customer Success Today**

2018 Edition



Are You Market Ready?

3 things your customers want from sales in 2018

Insight

We're all sitting on mounds of data. Your customers need actionable methods to use the data and no team is better positioned than Sales and Customer Success. You need a system of intelligence in the age of intelligence. Customer messaging today is your insight.

Focus

Customers often don't know what they want or need. That's why they need you. Poor leads, long sales cycles, and high churn can all be traced back to a missing account strategy. Now that GDPR is hitting the EU today's commercial team needs focus by segment, product, and role. Your client wants to be on your list!

Agility

A trend that just won't quit is the movement to so-called self-organizing and agile teams. If you sell to IT, HR, or Operations, you've heard of these frameworks. Do you know how they work? Your client wants you teaching, tailoring, shaping outcomes using their methods.

Commercial Insight

Lunch & Learn or Group Gathering

Keynote

A talk to get everyone in the company inspired

Book Direct Through Our Website ([CLICK HERE](#))

LOCATION

In-Company

DETAILS

One Speaker

\$1.975 for up to 150 people

Summary

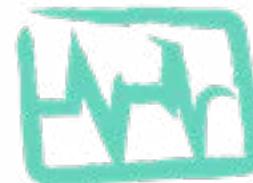
This inspiring and engaging talk will help your entire company get the conversation started on what to do about customer data. You will learn This keynote is partly about commercial skills and partly about developing a culture of learning. This talk will also help align marketing, sales and customer success teams to get working on the same things.

You will learn about:

1. Our 3 types of insight: How to Distil, Diagnose, and Direct.
2. Leading companies like SAP, Salesforce, CEB Global, and others.
3. Ways to continually get in front of your clients to help them solve some of the toughest issues standing in their way.



DISTILL



DIAGNOSE



DIRECT

Account-Based Growth

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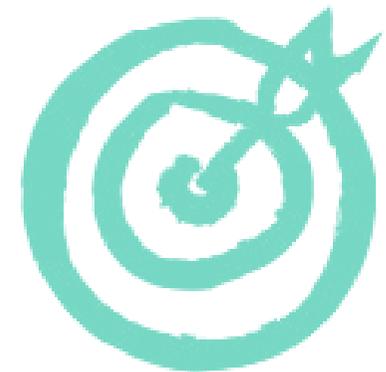
Lunch & Learn or Group Gathering

Summary

What's your cold call plan for GDPR? Want one? This energizing talk will show your marketing, sales, and customer success teams how easy it is to get aligned, convert sales at 20% or more, and renew at 80% or more. You will learn about some of the most interesting and scalable growth techniques in the B2B world today. Marketers claim this practice delivers the highest ROI of any tactic in their tool kit. Are you ready for Account-Based Growth?

You will learn about:

1. Ideal segmentation strategies, tiering, and managing a customer list.
2. Who gets to own and assemble the customer list, how the company uses it, and what activities and metrics could result.
3. The companies using this technique today and the types of technology they use.



Agile Sales + Success

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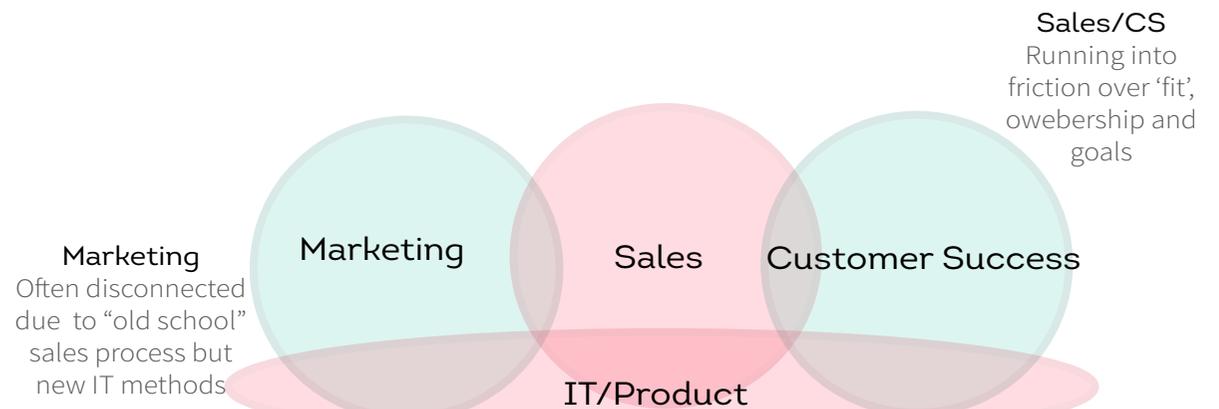
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Summary

Is it irritating how misaligned your product and commercial teams are? Are you working one way with sales but another way for tech? Does marketing get stuck in the middle? Want a better way? Sales and Success now have a more dynamic market, complex decision-makers and new rules of engagement. This keynote will show you what an “agile” sales system looks like and showcase how Scrun and Agile can work for Sales.

You will learn about:

1. Why now is the time for an Agile commercial team
2. Simple to extreme ways to structure your work and meetings
3. Practical tools and best practices from other companies



Impact

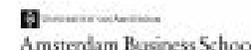
MEASURE	IMPROVED
HAVING CONFIDENCE	8.57%
KNOWING CUSTOMER MOTIVE	11.43%
OFFERING INSIGHT	11.43%
LISTENING + LEADING A PARTNER CONVERSATION	12.86%



Improved Confidence

Improved Interpersonal skills

Improved Insight for Partners



Individual Skills Workshops

Workshops	Class Hours	Price per person
SALES DEVELOPMENT FUNDAMENTALS	6	\$ 689
B2B SALES FUNDAMENTALS	6	\$ 689
CUSTOMER SUCCESS FUNDAMENTALS	6	\$ 689

Questions? Email hello@thescaleupgroup.com

