

Panel Discussion | [Revenue Enablement]

Expanding the Role of Enablement to Drive Sales and Marketing Productivity throughout the Buyer Journey

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slido



Does your business leverage AI as part of your revenue enablement journey?

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Question 1

**Your Revenue Enablement Journey in your organisation.
What are the pain points?**

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Question 2

Change Management

What are some of the lessons you've learned as you drive organisational adoption of sales/revenue enablement?

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Question 3

Lead Management & Maximisation of Customer Values

Could you give us a fun or surprising fact as you are measuring performance for your lead generation campaign?

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Question 4

Knowing what you know now - Is there one thing that you would advise your younger self?

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Q & A

to be operated on
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