slido

Research shows, amazingly, up to 70 percent of leads are lost from poor follow-up. What % of your marketing leads are followed up by sales?

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Question 0

What are the objectives which you set for Business Excellence?

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Question 1

"All these sales excellence processes and tools are just to make life if marketers and sale people more complicated and don't bring them any value."
First, do you recognise that?

Second, what values business excellence is bringing to marketing and sales teams in your organisation? Will you give any example?

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Question 2

What challenges do you encounter in your organisation while adopting Sales Excellence approaches by the sales teams
How do you define reasons?

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Question 3

What are the success factors do you trigger to improve the digital tools usage by reps (leads follow up, analytics, reporting)? Will you share your personal tricks?

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Question 4

Imagine that you, having all your experience and knowledge, are coaching industry professionals in adopting of sales excellence technologies. **Please list three (only) major advice to your audience.**

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Q & A

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