



# Fireside Chat | **[B2B Buyer Journey]** Maximising Productivity Across the Buyer Journey through Enablement Strategies



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**On a scale of 1-10 how visible do you think your existing B2B Buyer Journey is?**

**i** Start presenting to display the poll results on this slide.

## Question 1

**How do you achieve full visibility into the buyer journey within your organisation?**

## Question 2

**How can companies develop effective enablement strategies to ensure that field teams are fully utilising all available assets?**

### Question 3

**What practical tips & tools can improve asset usage and drive better alignment between marketing & field teams?**

Q&A