

Illustrative B2B Scenario for Digital Inside Sales

A global software company transforms sales operations and accelerates revenue growth with small to mid-sized customers

Who's involved

Business:
Global software company

Prospect:
CIO of regional law firm

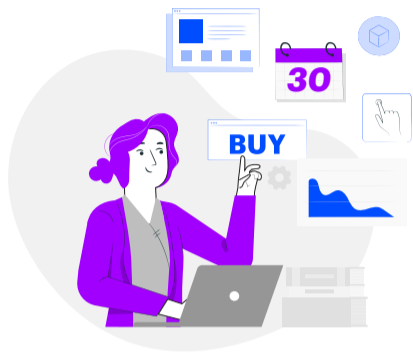
Sales approach:
Sales consultant + tech experts + process-data-automation "secret sauce"

Results achieved

Revenue growth in shorter sales cycle.

Software solution in place in <30 days.

Modernized sales operations.



Specialized sales teams aided by recommendation engine accelerate negotiation and contracting process.

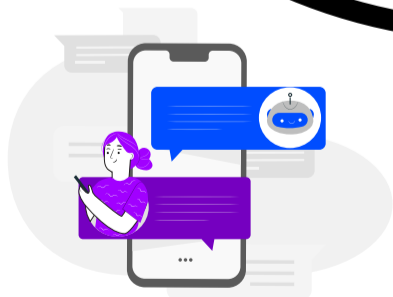
Customer data platform facilitates retention and future expansion strategies for CIO customer.



Automated analytics provide real-time pricing for specialized sales teams based on configured solution.



CIO requests solution.

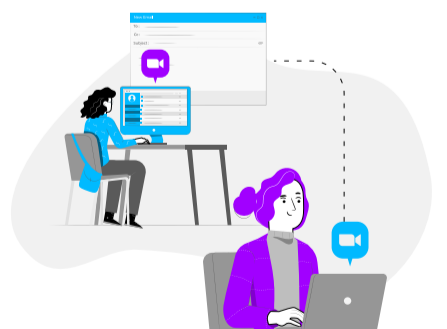


AI-powered conversation assistant makes product comparison, peer benchmarking and price transparency easy.

Interaction data captured in customer data platform generates further insights.



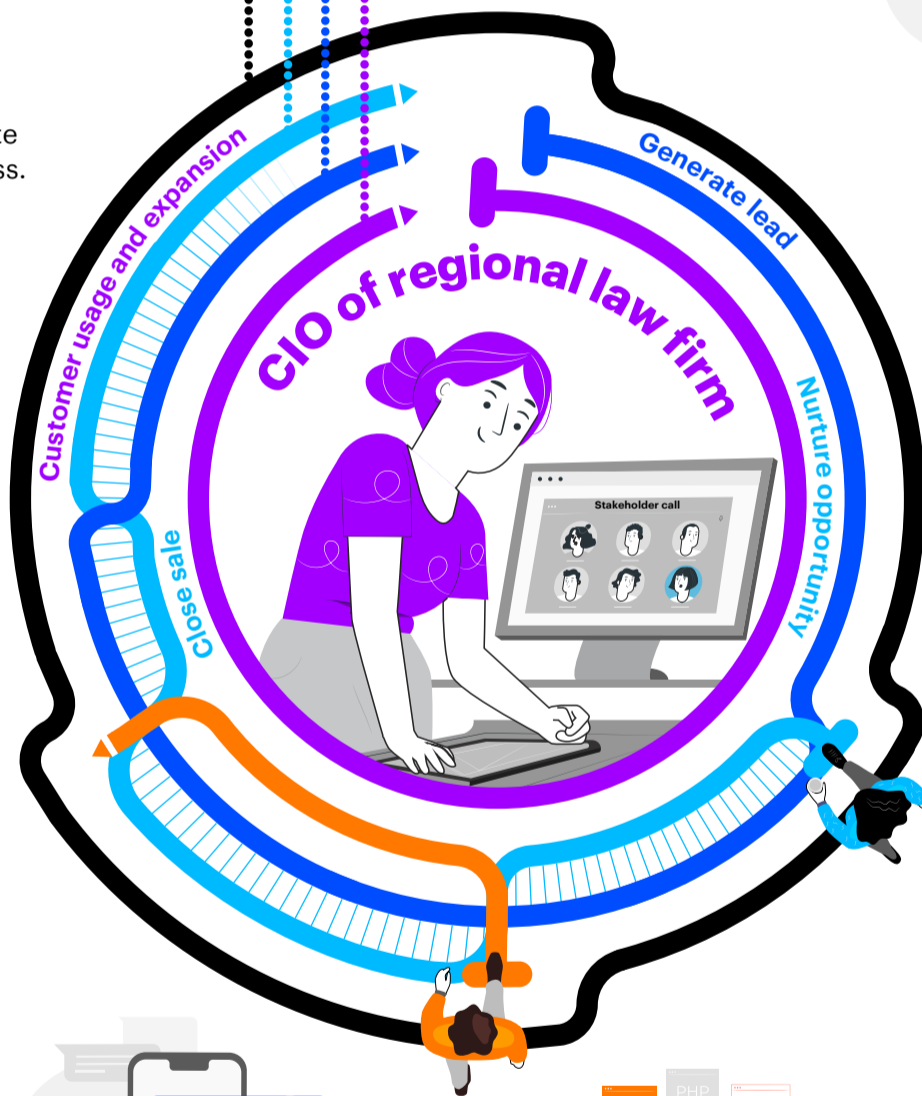
Tech experts engage with sales consultants to deliver customized demo for CIO.



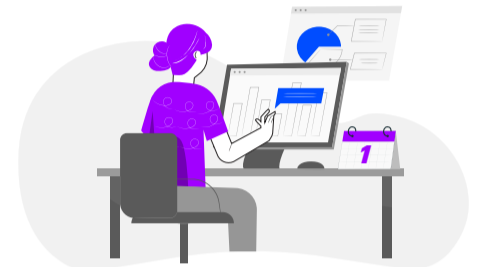
Specialized sales teams conduct initial email outreach and video chat using personalized customer data dashboard.

CIO requests demo.

Tech experts customize demo based on insights.



CIO (prospect) first engages with software company's products + services via highly optimized user-friendly website.



Lead enrichment engine captures interaction details.



Machine learning asset generates insights inferred by the CIO's activities, similar customers and market data to further qualify and prioritize lead.