aws marketplace

ONE-MINUTE WEBINAR

Empowering sales teams to meet customer expectations with advanced cloud-based solutions

Key Topics

#1 New trends in buyer behavior
#2 The importance of sales and marketing alignment
#3 How AI is disrupting sales
#4 Building an effective B2B sales tech stack
#5 Four cloud-tech solutions that empower sellers
#6 Next steps

#1 New trends in buyer behavior

Today's buyers are more rigorous about how they purchase and more educated about what they're looking for.

Sellers used to be able to pitch all buyers the same way, but today's buyers are doing their due diligence before they even approach a provider. In fact, during the webinar, Forrester Principal Analyst Seth Marrs shared that 42 percent of organizations say that third-party research was the primary trigger for evaluating a provider's solutions.

That means buyers are armed with extensive knowledge and engaging with sellers less and less—only calling them in for advanced information they can't find themselves.

While sellers are still an important part of the buying process, they need to learn how to adjust to today's buying environment. And that's why more and more companies are turning to modernizing their technology.

> *Buyers are spending less time with sellers but expect more value.*
>
> –Seth Marrs
> Principal Analyst, Forrester

#2 The importance of sales and marketing alignment

While sales teams used to manage the sales process from beginning to end, today's customers engage with a wider range of channels, including marketing. When sales and marketing are out of alignment, the result can be alternate buying processes that lead to disparate customer engagements and, in turn, failed sales. When these teams work together, they can achieve a more streamlined sales process.

For example, when marketing takes the reins on lead identification and qualification, sales is freed up to engage more with clients and make more sales. When marketing needs knowledge and insights to close a deal, the sales team can step in to help. This kind of unification is critical to have success with today's buyers, and it's something modernized technology can help achieve.

#3 How AI is disrupting sales

AI is an incredibly powerful tool for sales. While more and more e-suites are applying pressure for their businesses to invest, it comes with both challenges and exciting opportunities for the future.

Challenges:

- Disruption of seller workflows
- Uncertainty of best use cases
- Avoiding generic use
- Keeping up with AI trends
- Seller adoption
- Strong data foundation needs

74%
of businesses say AI has a positive impact*

*Note: 1,606 global data and analytics technology decision makers whose firm is implementing or expanding use of AI. Source: Forrester's Data and Analytics Survey, 2022

Opportunities:

- **Operational efficiencies** like call summaries, post call follow-ups, and customer relationship management (CRM) auto-updates
- **Auto responses** will be able to use previous interactions to create to highly personalized customer content
- **Insights** will come from interactions with buyers, and can even be used to generate charts and trends

#4 Building an effective B2B sales tech stack

To deal with more complex and demanding buyers, companies are turning to technology. But while investing in a wide range of solutions for specific problems might seem like a smart approach, sellers can get overwhelmed while dealing with an overly diverse tech stack.

An efficient and effective sales technology stack will give sales and marketing teams a way to be smart about what tools they use and how they use them. It will give them the tools they need to sell, but each will be aligned and working seamlessly together. Pair that with strong, reliable data and it can truly enhance your selling capabilities.

#5 Four cloud-tech solutions that empower sellers

With hundreds of sales tech apps on the market, it can be difficult to choose the right one for your needs. Here are four solution case studies shared in our webinar that can empower your sales teams, boost revenue, and meet customer expectations.

zoominfo MarketSpark

Meet the global leader in go-to-market intelligence solutions. ZoomInfo's platform empowers business-to-business (B2B) sellers with best-in-class technology, powerful data, and more. It's helped over 20,000 customers—from global enterprises and mid-market companies to small business—identify prospects, determine ideal buyers, build stronger pipelines, and achieve their sales goals.

Case in point: MarketSpark

Challenge: MarketSpark helps transition organizations to more modern telecommunication services. It lacked the data needed to target enterprises based on precise location, number of employees at each site, and other non-public information.

Solution: A partnership with ZoomInfo to build a bespoke Data Cube with critical data points, as well as create an interactive map and customer-facing presentations.

Impact: According to webinar presenter Nima Jarvandi, Global Integrated Marketing Lead for AWS Marketplace, MarketSpark was able to identify 30,000 high-fit accounts—5X its current revenue opportunities.

Learn more ›

monday sales CRM

monday.com offers a single platform that helps sellers customize flexible, ready-made workflows that can drive real impact. It helps manage leads, deals, clients, onboarding, team projects, and more—which results in sellers closing more deals, more efficiently.

Case in point: McChrystal Group

Challenge: McChrystal Group developed its own CRM, but it collapsed because of the COVID-19 pandemic. The global consulting firm needed to pivot by building an entirely new sales pipeline.

Solution: With its Analytics division already using monday.com successfully as a CRM, McChrystal Group was able to duplicate that existing sales platform template and modify it to fit two other divisions. Just one week after its CRM collapse, monday.com had helped fill the void.

Impact: In the webinar, Nima shared McChrystal Group's impressive results using monday.com—from a remarkable 60% boost in revenue and 50% increase in deal closing speed to 67% time saved through faster syncs.

Learn more ›

conga nearmap

Conga is a comprehensive set of solutions that helps customers achieve their revenue goals by aligning processes, teams, and technology under a unified data model. Its core product pillars include document automation, contract lifecycle management, quote configuration, and ecommerce.

Case in point: Nearmap

Challenge: Nearmap, a high-tech aerial imagery company, had implemented a tech stack that couldn't scale alongside rapid business growth, as well as inefficient and convoluted workflows.

Solution: Nearmap was drawn to Conga's single vendor framework, along with its wide variety of tools that would streamline everything from document generation, e-signature, contract management, price configuration, revenue management, and more.

Impact: Nearmap is now able to quickly configure and price products through Conga CPQ, generate pixel-perfect proposals with Conga Composer, and streamline the contracting process for enterprise sales through Conga CLM.

Learn more ›

zoom Optimizely

Zoom brings employees and customer experiences together with an intelligent, all-in-one platform that people love to use. With tools that go far beyond video, it empowers teams, strengthens customer relations, and enables sellers to maintain more seamless workflows.

Case in point: Optimizely

Challenge: Optimizely provides testing tools, content management, and more. While its sales teams were already using Zoom meetings, Optimizely was looking for a seamless integration of conversation intelligence within its familiar environment to drive sales effectiveness and reduce overhead costs.

Solution: Using Zoom Revenue Accelerator, Optimizely integrated conversation intelligence into its sales routine. This allowed Optimizely to identify best practices, give its C-suite insights into meetings through video review, and put direct feedback at the core of strategic decisions.

Impact: By embedding intelligence into every interaction, Optimizely was able to strengthen customer relationships thanks to smart summaries and AI-powered sales conversations. This resulted in a more streamlined, insightful, and connected revenue organization, which fostered business growth and brand loyalty.

Learn more ›

> *Zoom revenue accelerator allowed us to identify best practices while simplifying technology and lowering costs.*
>
> -Alex Atzberger
> CEO

#6 Next steps

Discover the right solution for your customer experience needs.

Watch the webinar

View on-demand

Discover solutions

Visit AWS Marketplace

Talk to an AWS expert

Get connected

© 2024 AWS Marketplace

aws marketplace