

Wednesday 7th August 2019 11.00 AM, London

Please submit questions throughout



Our panel



James Ski Founder, Sales Confidence



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Agenda



How do you know when, and how to implement new processes into your sales team? What is the secret to creating a sales team structure that can scale?

How to buy tech the right way

What is a scalable and repeatable outbound engine?

Things to consider:

• What is outbound?

• What do we mean by predictable? And how do you measure it?

• Why is it important?



How do you know when and how to implement new processes into your sales team?

What are your top tips for coaching and developing your team?

Things to consider:

- How to hire well
- Best practice for onboarding new starters
- Ramping: setting new starters up for success
- Mentoring
- Progression
- Training



What is the secret to creating a sales team structure that can scale?

Things to consider:

- Focused roles
- Volume
- Uniformity
- Progression
- Processes



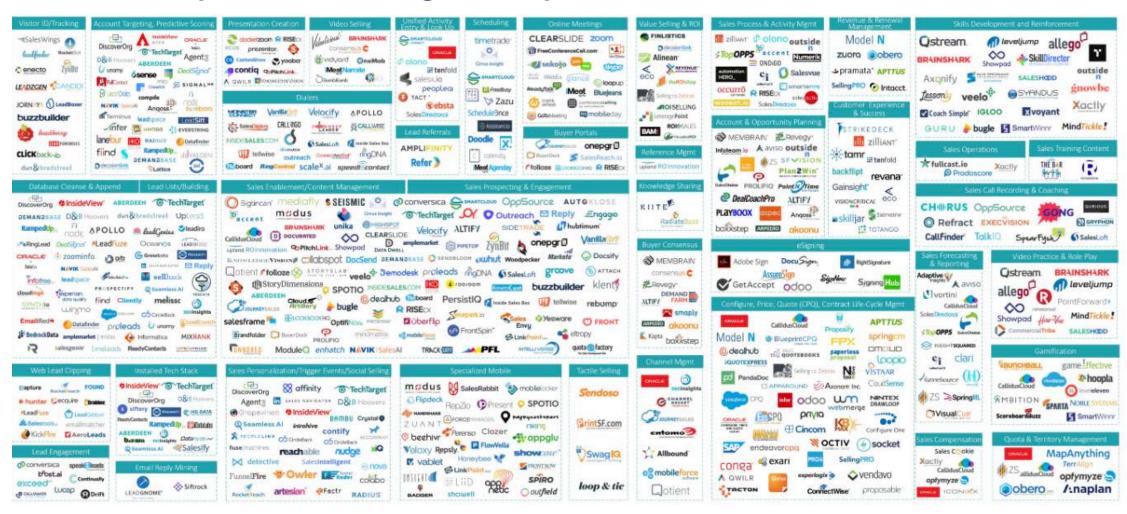
How do you quickly experiment and react to improve performance?

Things to consider:

- Allow room for creativity, build it into your culture
- Measure everything
- Understand key metrics that matter
- React quickly
- Are there any specific tools here that can help?



How to buy tech the right way



Source: Smart Selling Tools

Cognism

What are your 3 top tips for developing a repeatable sales model?



Useful resources

Whitepaper: How to sell without product differentiation

Whitepaper: How to build the perfect sales tech stack

Template: 5 sales emails that get responses

Whitepaper: Top 10 ways to improve your cold calling strategy

Event: Revenue Al

Book: Predictable Revenue, Aaron Ross

For more resources on scaling outbound, visit: cognism.com/blog



Any questions?

This webinar has been recorded.

A link will be sent out later along with a copy of the slides.

For more resources on scaling outbound, visit: cognism.com/blog
And don't forget to look at our upcoming event: Revenue Al