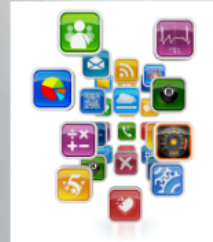




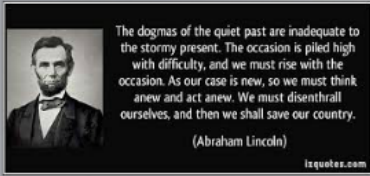
Some History



Apps



Quote



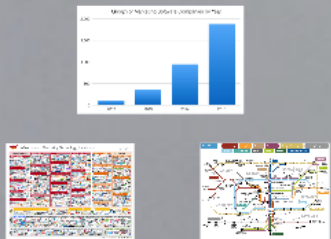
Content / Design



Devices



Today's Tech



Framework



Adoption



Some History



SIEBEL®



Apps



A close-up photograph of a mobile phone, likely a Palm Treo, showing the top half of the device. The phone has a blue upper half and a white lower half. A white rectangular text box is centered on the blue background. The text inside the box is in a bold, italicized, dark red font. The phone's screen is visible at the top, showing a white oval shape.

It's all about the Apps !!

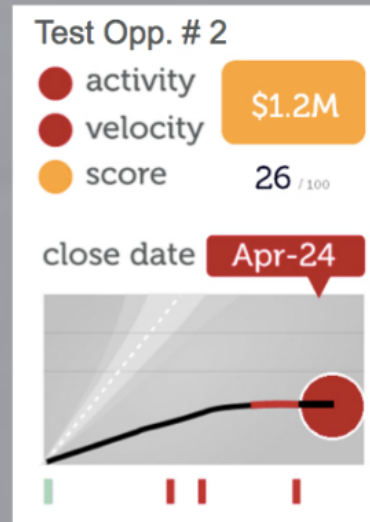
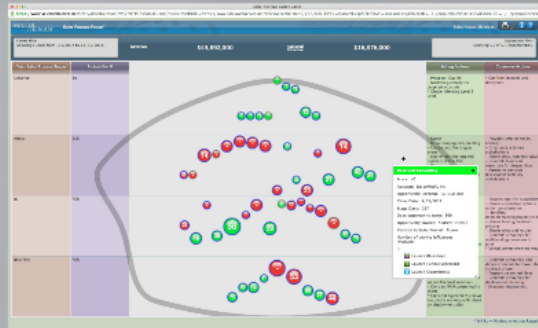
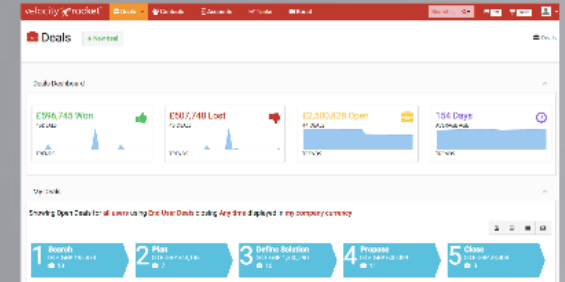
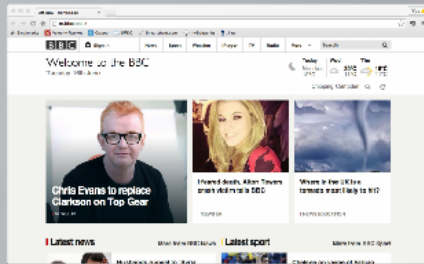
... and not so much about CRM



Devices



Content / Design



Welcome to the BBC
Tuesday 16th June

Today Min. night 12°C
Wed 20°C 11°C
Thu 19°C 11°C
Chipping Campden



Chris Evans to replace Clarkson on Top Gear
NEWS UK



I feared death, Alton Towers crash victim tells BBC
NEWS UK




Where in the UK is a tornado most likely to hit?
NEWS EDUCATION

Latest news

More from BBC News | Latest sport

More from BBC Sport



Husbands appeal to 'Syria'



Chelsea on verge of Falcao



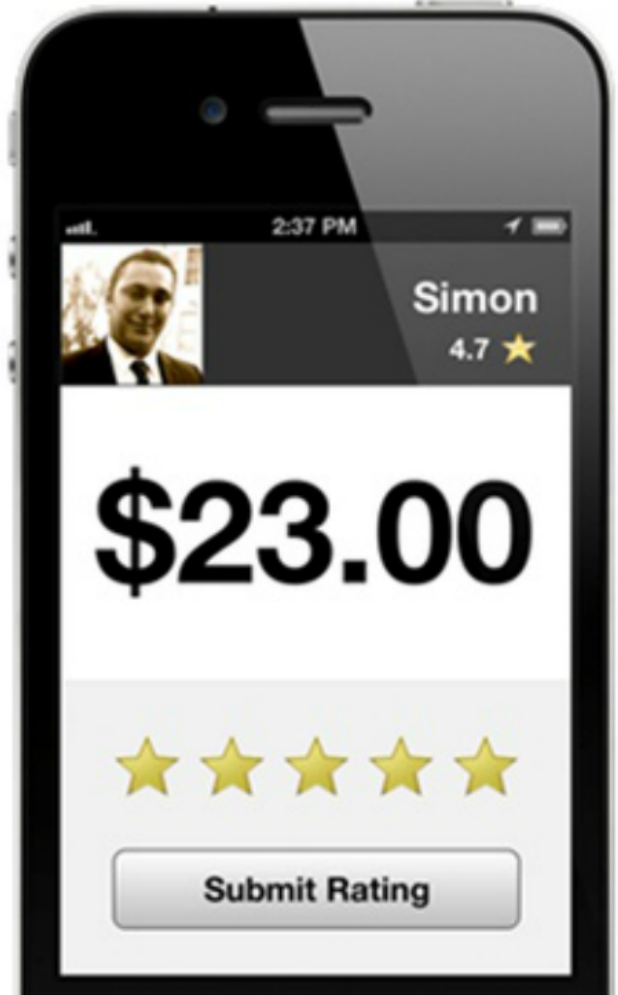
**Request A Pick-Up
Anywhere, Any Time!**

Just text or set your pickup location on the app.



Ride in Style!

Uber dispatches a fancy black vehicle to pick you up.



Leave the cash at home!

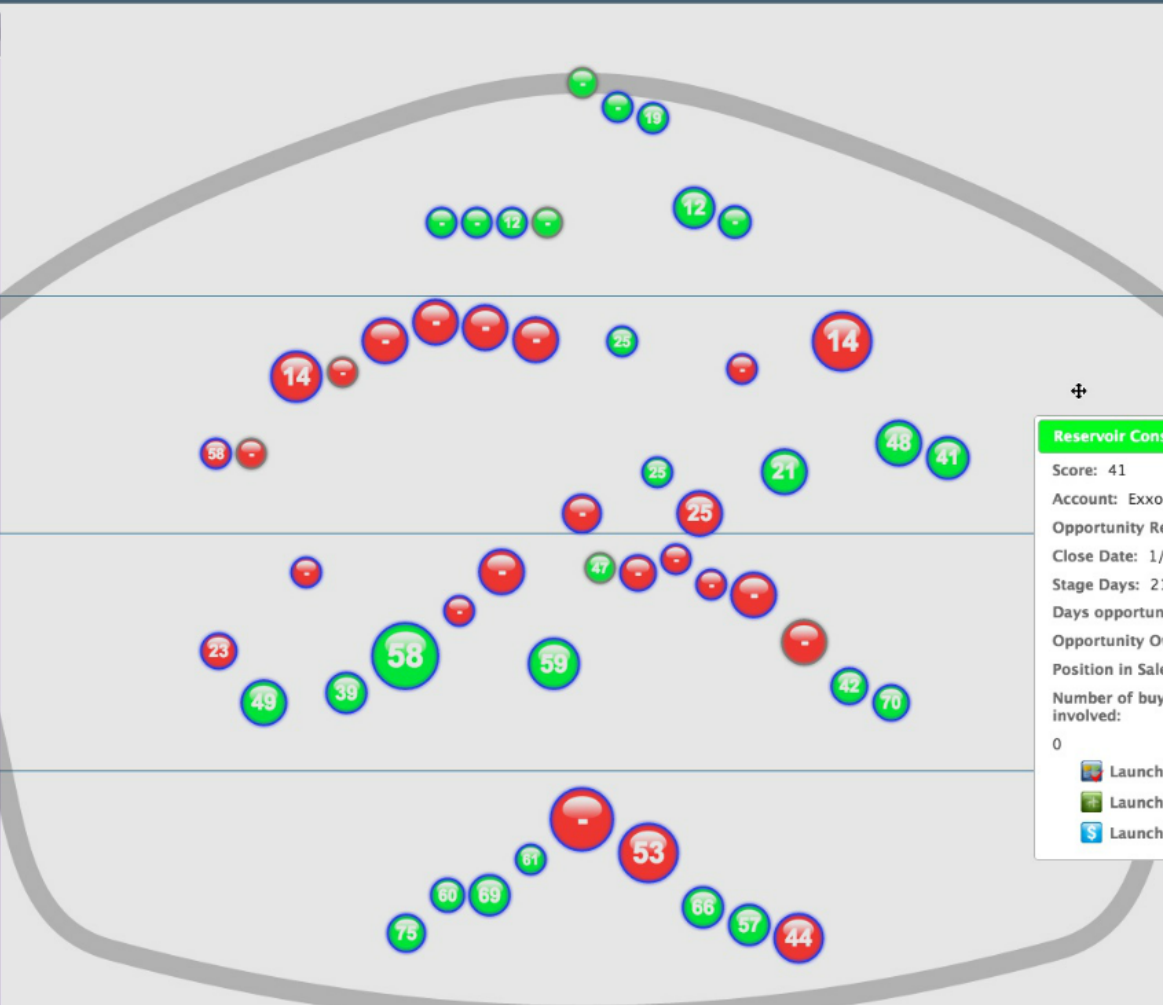
Uber automatically charges your credit card (including tip).

Funnel Filter
Showing Funnel from 1/1/2014 to 12/31/2014.

Revenue **\$43,892,000** Factored Revenue **\$16,876,000**

Opportunity Filter
Showing 51 of 51 Opportunities.

Your Sales Process Stages	Probability %
Universe	1%
Above	10%
In	50%
Best Few	80%



Selling Actions	Customer Actions
<ul style="list-style-type: none"> - Prospect, Qualify - Marketing activity on targeted accounts * Obtain /develop Level 3 Lead 	<ul style="list-style-type: none"> * Confirms interest and date/time
<ul style="list-style-type: none"> - Scope - Initial scoping call/meeting - Understand the trigger event - Understand the org and match to ICP or FSC 	<ul style="list-style-type: none"> - Provides info on needs, concept - Gives access to key stakeholders - Shares data, potential NDA - Commits time and resources for deeper dive * Agrees to continue discussions with key stakeholders
<ul style="list-style-type: none"> - Launch Bluesheet - Launch Funnel Scorecard - Launch Opportunity 	<ul style="list-style-type: none"> - Reviews specific capabilities - Shares alternative options under consideration - Identifies implementation/project team - Shares buying/decision process - Shares wins and results - Commits resources for methodology overview or pilot * Verbal commitment to move
<p>we are the best selection</p> <ul style="list-style-type: none"> - Contract/MSA presented to client * Executed Agreement and we are jointly working with client on deployment plan 	<ul style="list-style-type: none"> - Commits resources and defines timeline to move into contract phase - Responsive on red-lines - Commits resources for deployment planning * Executed Agreement

Reservoir Consulting

Score: 41
 Account: ExxonMobil, Inc
 Opportunity Revenue: \$1,050,000
 Close Date: 1/15/2014
 Stage Days: 217
 Days opportunity open: 369
 Opportunity Owner: Andrew Heilman
 Position in Sales Funnel: Above
 Number of buying influences involved: 0

Launch Bluesheet
 Launch Funnel Scorecard
 Launch Opportunity

* MARs = Minimum Action Required

Test Opp. # 2

● activity

● velocity

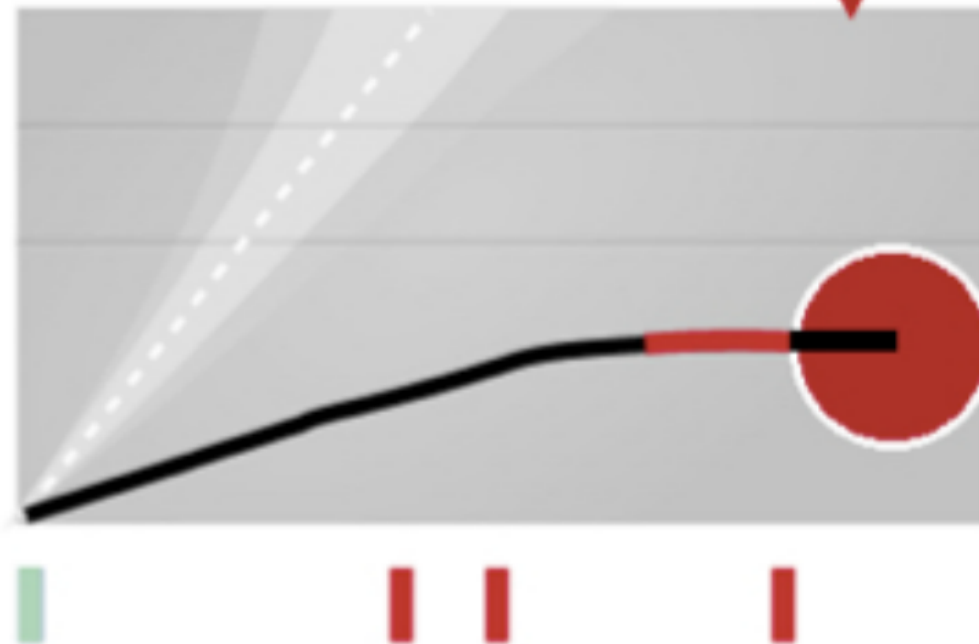
● score

\$1.2M

26 / 100

close date

Apr-24



Deals

+ New deal

Deals

Deals Dashboard

£596,745 Won

45 DEALS

TRENDS

£607,748 Lost

46 DEALS

TRENDS

£2,500,828 Open

44 DEALS

TRENDS

154 Days

AVERAGE AGE

TRENDS

My Deals

Showing Open Deals for all users using End User Deals closing Any time displayed in my company currency

View options: List, Grid, Kanban, Chart

1 Search

£ GBP 192,873

13

2 Plan

£ GBP 344,195

7

3 Define Solution

£ GBP 1,340,290

10

4 Propose

£ GBP 600,059

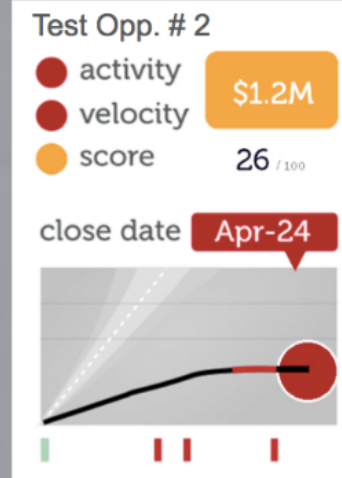
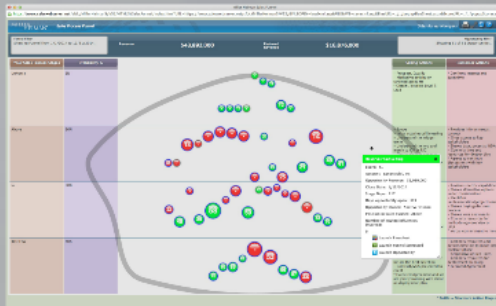
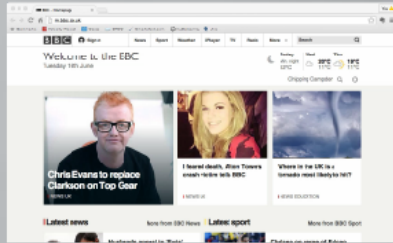
11

5 Close

£ GBP 23,408

3

Content / Design



Quote

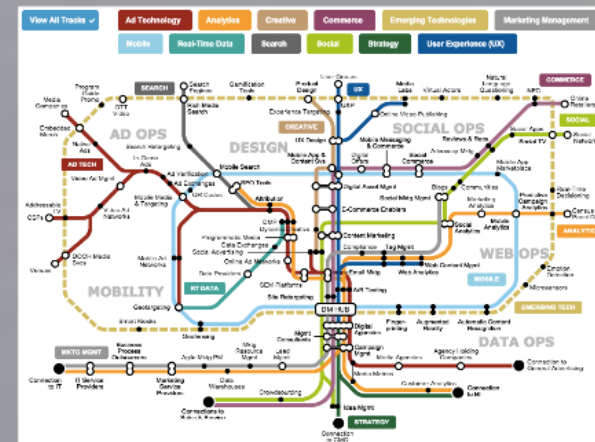
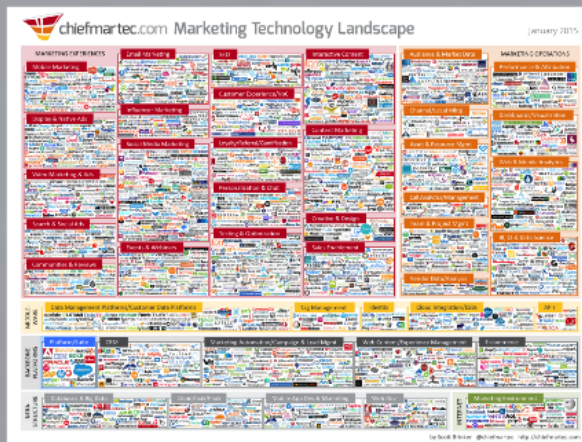
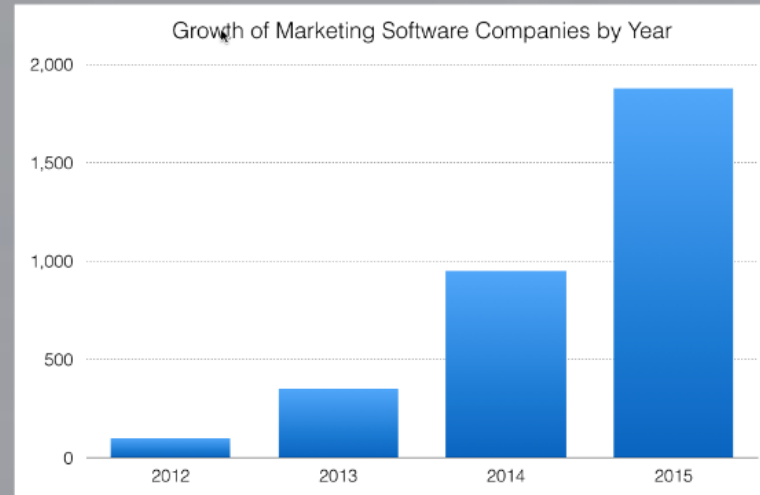


The dogmas of the quiet past are inadequate to the stormy present. The occasion is piled high with difficulty, and we must rise with the occasion. As our case is new, so we must think anew and act anew. We must disenthrall ourselves, and then we shall save our country.

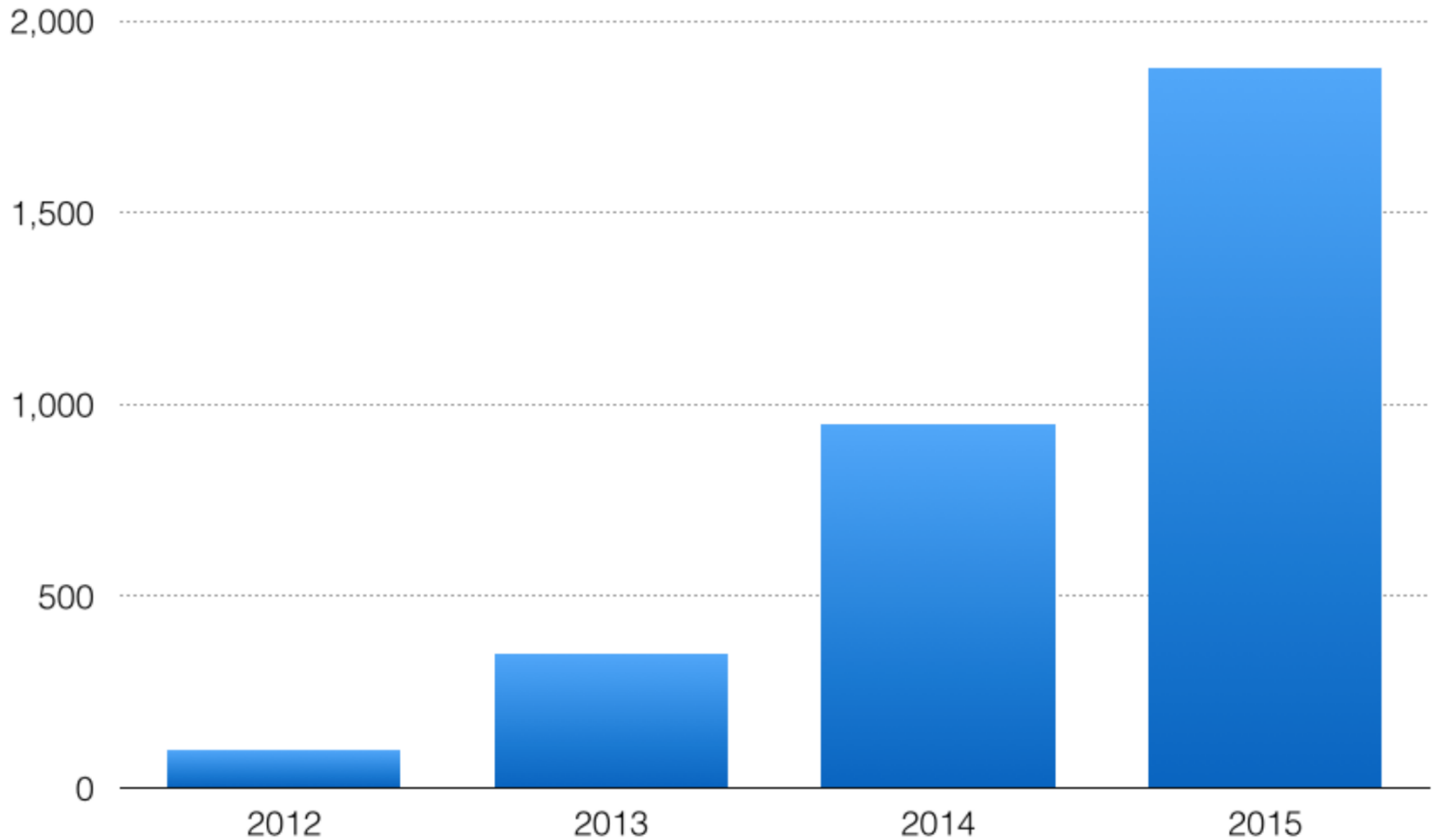
(Abraham Lincoln)

izquotes.com

Today's Tech



Growth of Marketing Software Companies by Year





chiefmartec.com Marketing Technology Landscape

January 2015

View All Tracks ✓

Ad Technology

Analytics

Creative

Commerce

Emerging Technologies

Marketing Management

Mobile

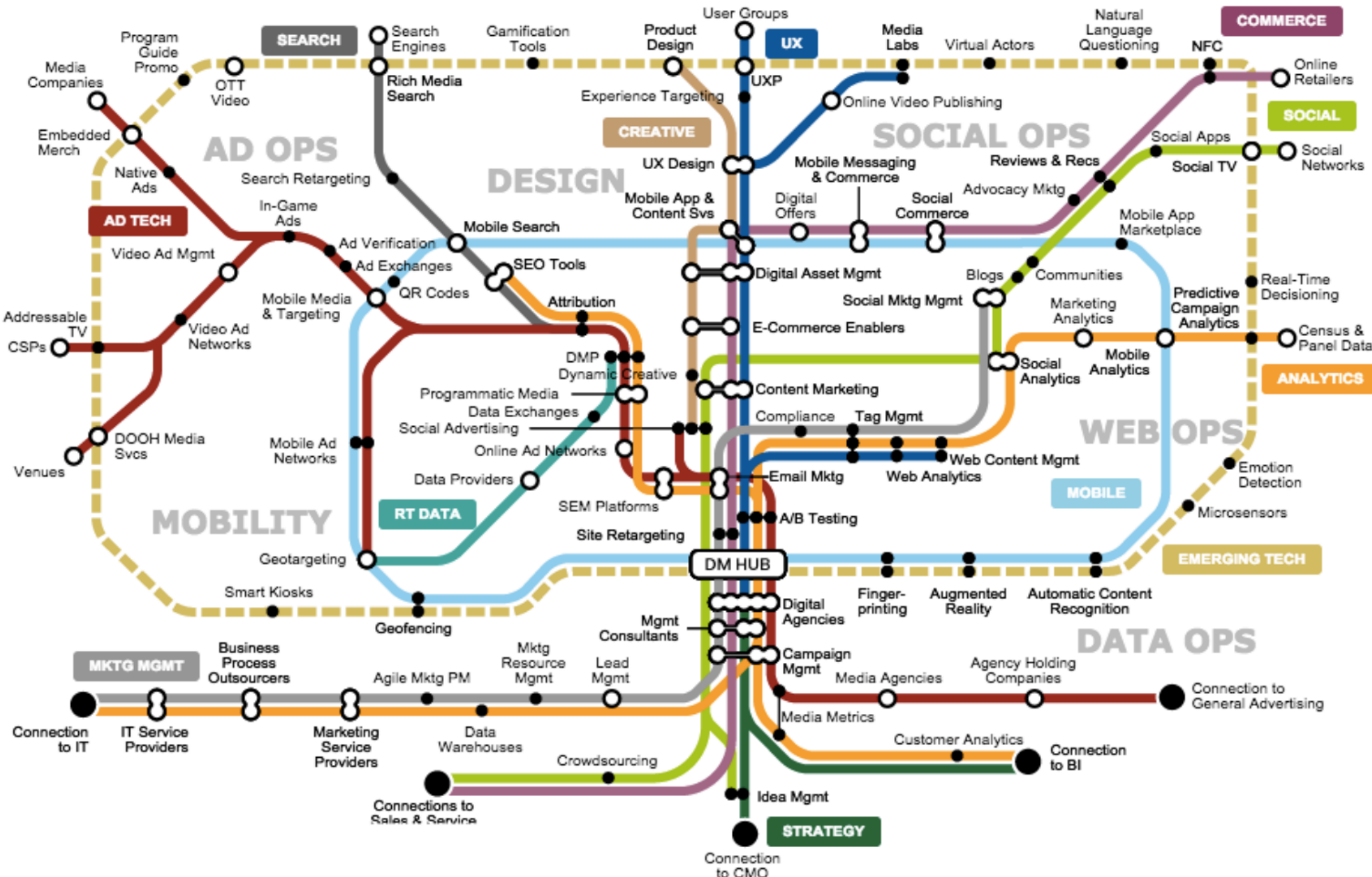
Real-Time Data

Search

Social

Strategy

User Experience (UX)



Media Companies
 Embedded Merch
 Native Ads
 Video Ad Mgmt
 Addressable TV
 CSPs
 DOOH Media Svcs
 Venues

Program Guide Promo
 OTT Video
 Search Engines
 Rich Media Search
 Search Retargeting
 In-Game Ads
 Ad Verification
 Ad Exchanges
 Mobile Media & Targeting
 Mobile Ad Networks
 Geotargeting
 Geofencing

Gamification Tools
 Product Design
 Experience Targeting
 UX Design
 Mobile App & Content Svcs
 Attribution
 DMP
 Dynamic Creative
 Programmatic Media
 Data Exchanges
 Social Advertising
 Online Ad Networks
 Data Providers
 SEM Platforms
 Site Retargeting

User Groups
 UX
 UX Design
 Mobile Messaging & Commerce
 Digital Offers
 Digital Asset Mgmt
 E-Commerce Enablers
 Compliance
 Tag Mgmt
 Email Mktg
 Web Analytics
 A/B Testing

Media Labs
 Virtual Actors
 Natural Language Questioning
 Online Video Publishing
 Mobile App Marketplace
 Social Mktg Mgmt
 Web Content Mgmt
 Web Analytics

Commerce
 Social
 Online Retailers
 Social Networks
 Social TV
 Social Apps
 Social Networks
 Real-Time Decisioning
 Census & Panel Data
 Analytics
 Emotion Detection
 Microsensors

AD TECH
 AD OPS
 MOBILITY
 MKTG MGMT

RT DATA
 DESIGN
 DATA OPS

DM HUB

MOBILE
 EMERGING TECH
 SOCIAL OPS

WEB OPS
 DATA OPS

COMMERCE
 SOCIAL
 ANALYTICS
 EMERGING TECH

Connection to IT
 IT Service Providers

Business Process Outsourcers
 Marketing Service Providers
 Data Warehouses
 Crowdsourcing
 Connections to Sales & Service

Mgmt Consultants
 Lead Mgmt
 Campaign Mgmt
 Media Agencies
 Media Metrics
 Idea Mgmt
 Connection to CMO

Digital Agencies
 Fingerprinting
 Augmented Reality
 Automatic Content Recognition

Agency Holding Companies
 Customer Analytics
 Connection to BI

Connection to General Advertising

Framework

 **creativity**
[kree-ey-tiv-i-tee]

n. the state or quality of being creative.
The ability to transcend traditional ideas and
to create meaningful new ideas.

Personality TEST



Personality TEST



Adoption



Empowering Sales Through Technology

Lucy Faro
Professional Services, WHITE SPRINGS



*What can you do to ensure
your sales technology
increases sales performance?*

