ow Sales meets Marketing

a hyper growth Company

en Rakers, Dir Demand Generation Salesforce
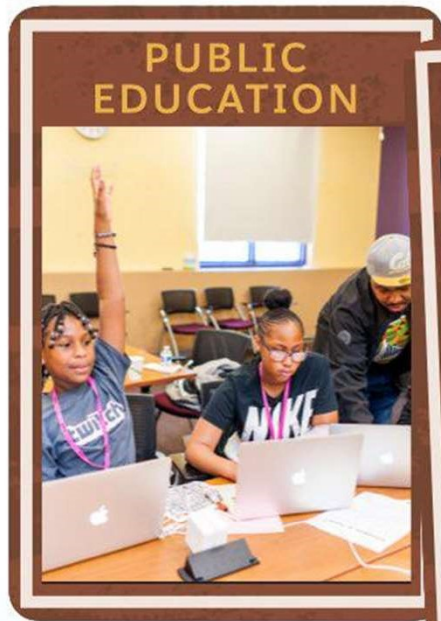en.rakers@salesforce.com, @koenrakers

Introduction
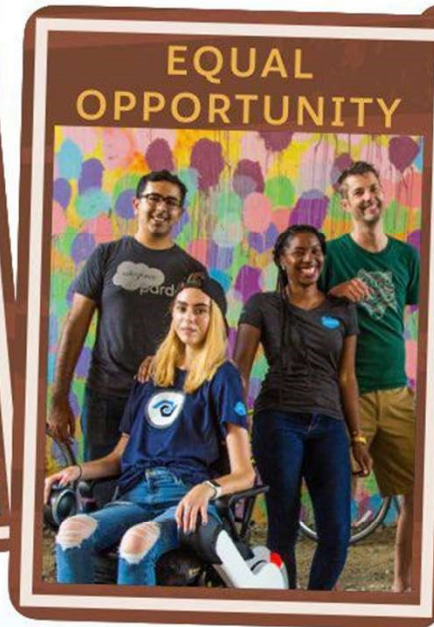
usiness is the Greatest Platform for Change

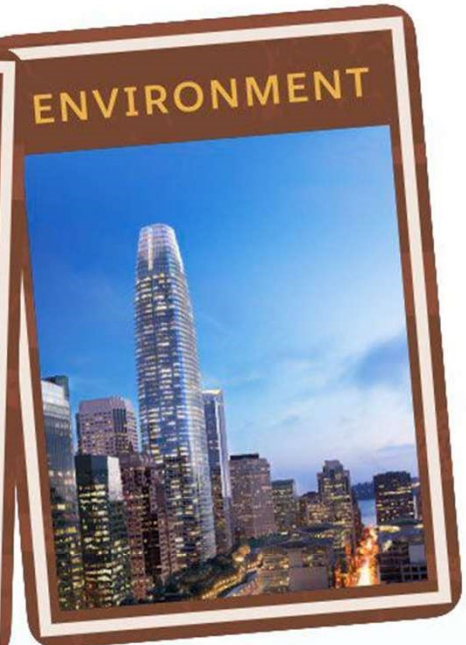**Every child deserves a world-class education**

Equal pay for equal work

Equality for every human being

Inclusion for all in the Fourth Industrial Revolution

Protecting our planet for future generations

Putting Our Values into Action

1-1-1 Model

1% Time

1% Equity

1% Product

4.0M+
Volunteer Hours

$285M+
Grants

42K+
Nonprofits & Education

PLEDGE 1%

We Are All Moving Forward

1st Industrial Revolution
Steam

2nd Industrial Revolution
Electricity

3rd Industrial Revolution
Computing

4th Industrial Revolution
Connectivity

1700s

1800s

1900s

Today
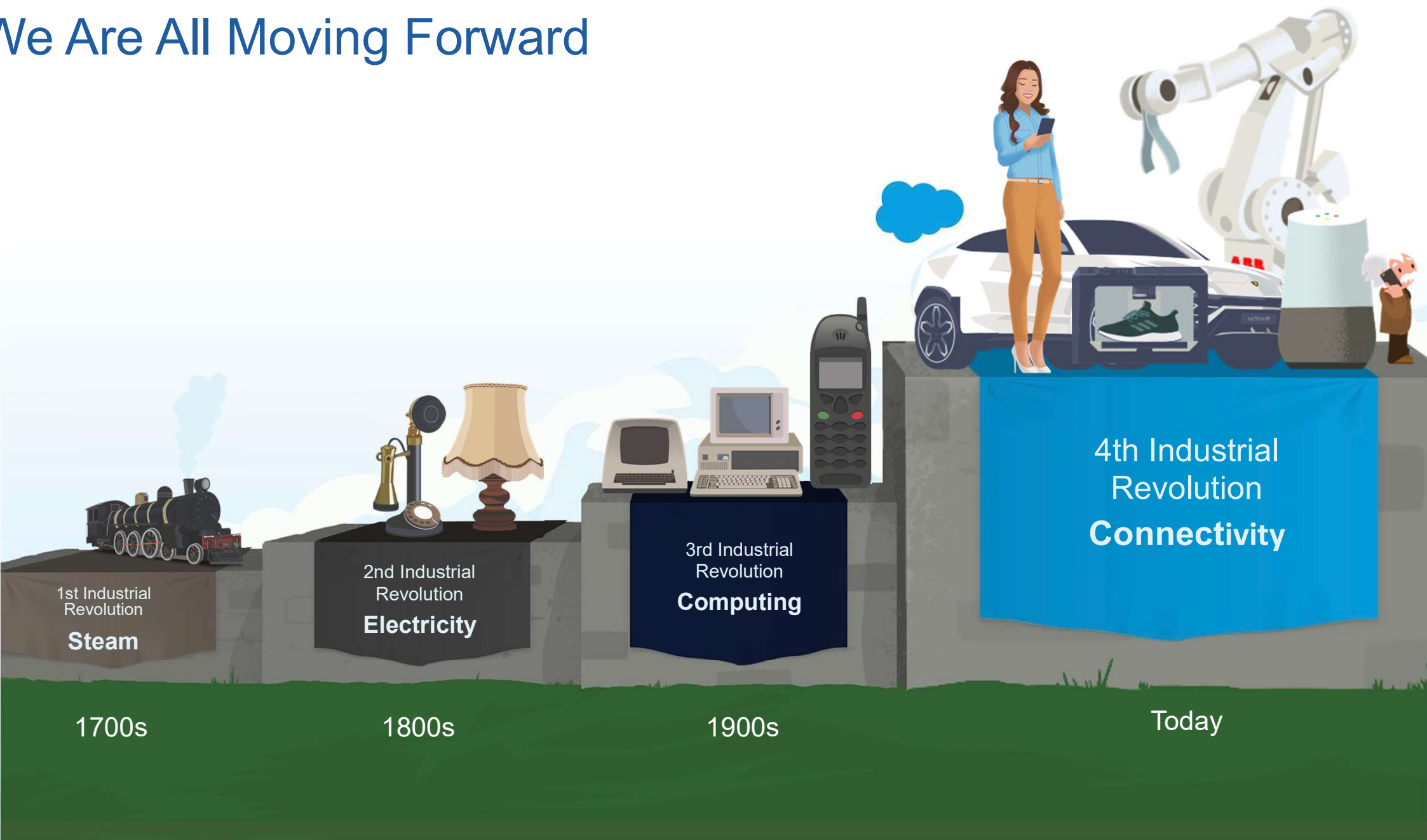
We Are All Connected
Welcome to the Fourth
Industrial Revolution
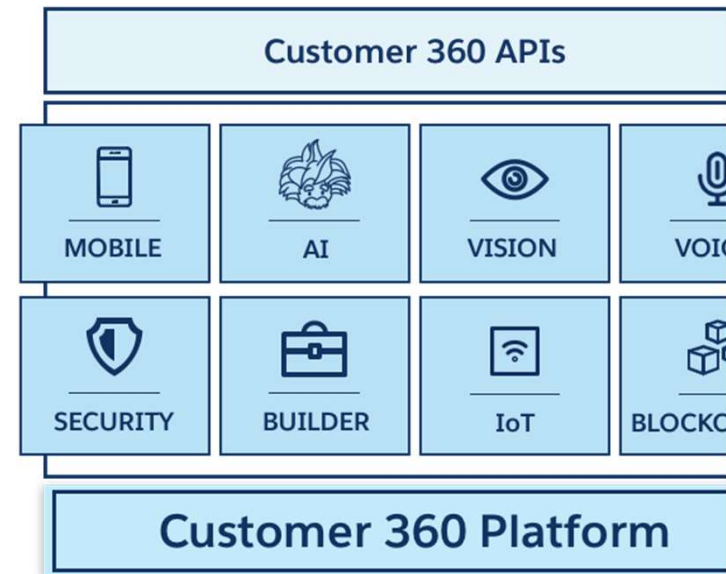
"Engaged employees feel a sense of passion for their work
and spend their days driving innovation and moving their company forward."

Only 15%
of employees worldwide
are engaged at work.

Why? Gap between experience at work and in life

Our technologies
INSIDE WORK

NOT Social
NOT Mobile
NOT Smart
NOT Connected

Our technologies
OUTSIDE WORK

Social
Mobile
Smart
Connected

Why? Because engaged employees drive customer success

Culture + **Tech** + **Data**

= Engagement
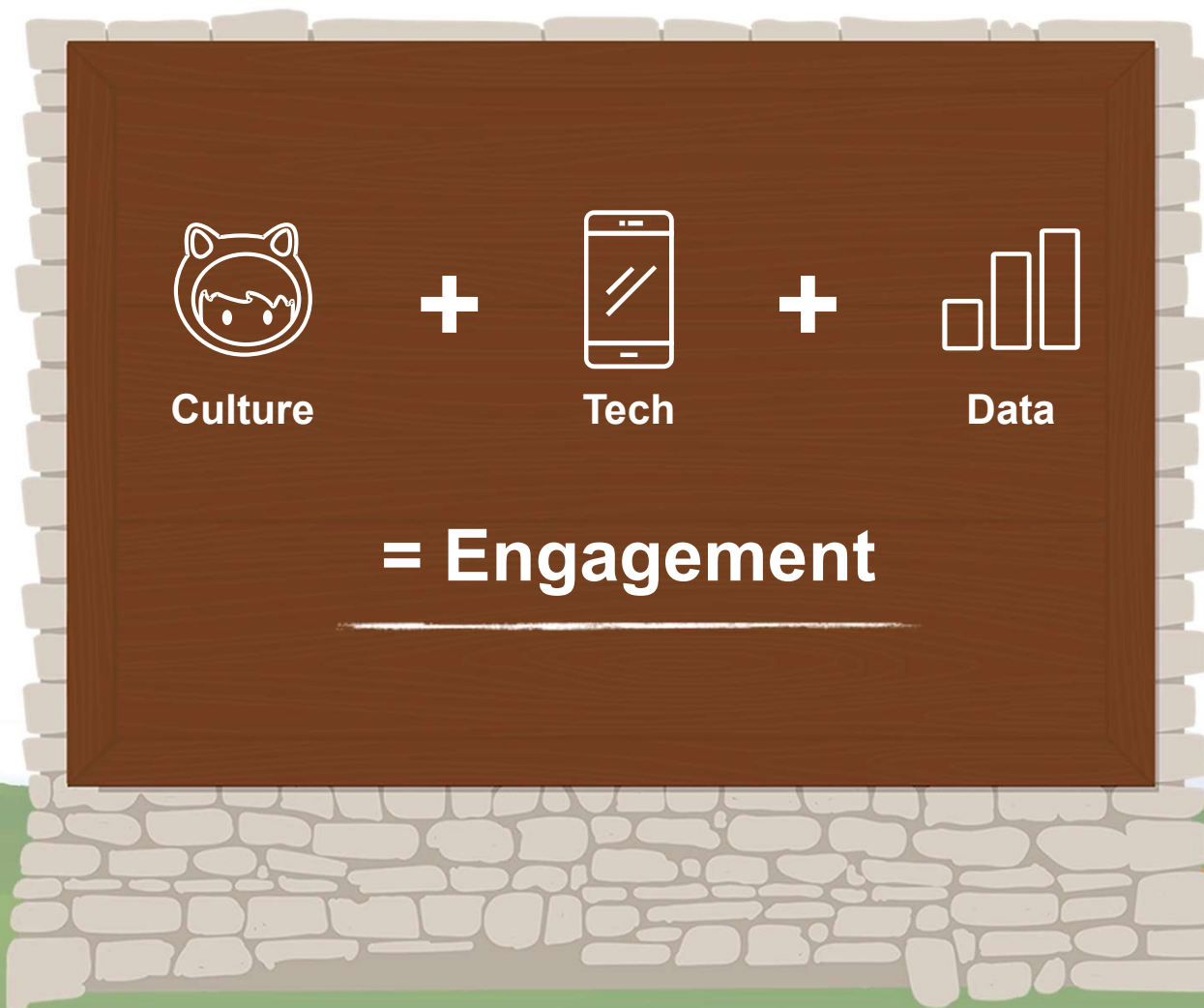
- Have to be super efficient and aligned
- Only focus on things that have impact

ake sales successful - Data driven sales

ake Sales Managers more effective - Focus on coaching

timize supporting functions - Collaboration & Efficiency

ith super engaged Employees

make our customers successful

Sell Faster Sell Smarter

Successful commercial teams...

Culture
Common Success

Model
Accountability

Technology
Customer & Employee Satisfaction

Growth

Successful commercial teams...

Culture
Common Success
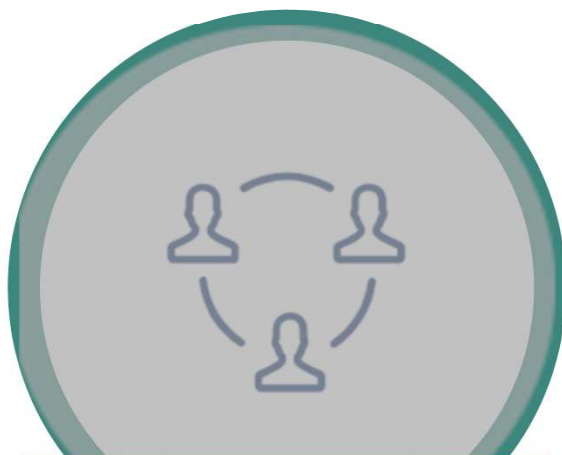
Model
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Growth

Culture starts here

everything we do is benchmarked against these 4 values

CORE VALUES

TRUST

CUSTOMER SUCCESS

INNOVATION

EQUALITY

salesforce

GREAT PLACE TO WORK®

#1! #3 #3 #1! #5 #4

...inding principles - Outcomes from our values

1. If it's not in the App (i.e. Salesforce) it doesn't exist

2. First touch to ambassador - every function has to make the next one successful

3. V2MOM drives transparency and alignment

4. Dedicated to make our employees successful - if it's not in the App we can not help

Succesvolle commerciële teams...

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Inspire your prospect and make your sales successful

Marketing

Multichannel

Industry

Personas

Business Development

Business Dev Assoc

Business Development
- Industry
- Segment

Sales

Account Managers

Product Sales

Services Sales

Run Rate sales

Customer Success

Support Level

Complexity

Optimized towards buying behaviour

Awareness   Orientation   Engagement   Evaluation   Purchase   Adoption   Advocate

Marketing
Demand Generation
- Awareness
- Orientation
- Engagement

Maturation
- Evaluation
- Purchase

Advocacy
- Customer advocacy

Business Development

Engage (inbound & Outbound)

Nurture

Validate

Sales

Engage

Solution Design

Progression

Close

Customer Success

Renewals
Onboarding
Adoption
Customer Success

KPI driven

salesfo[rce]

Lead Management   Opportunity Management   Success Management

[M]arketing   **Business Development**   **Sales**   Customer Success

[A]wareness   Created Pipe   Created pipe   Renewals
[Le]ads   Conversion   Productivity   Retentie
[In]fluenced Pipe   Productivity   Up Sell/ Cross Sell   Net Promoter score
[In]fluenced Revenue   Average Deal Size
        Close Rate
        Closed Revenue
        Planning

Predictable growth

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Marketing

YoY pipeline Growth
Roi
Awareness
Brand Value

Business Development

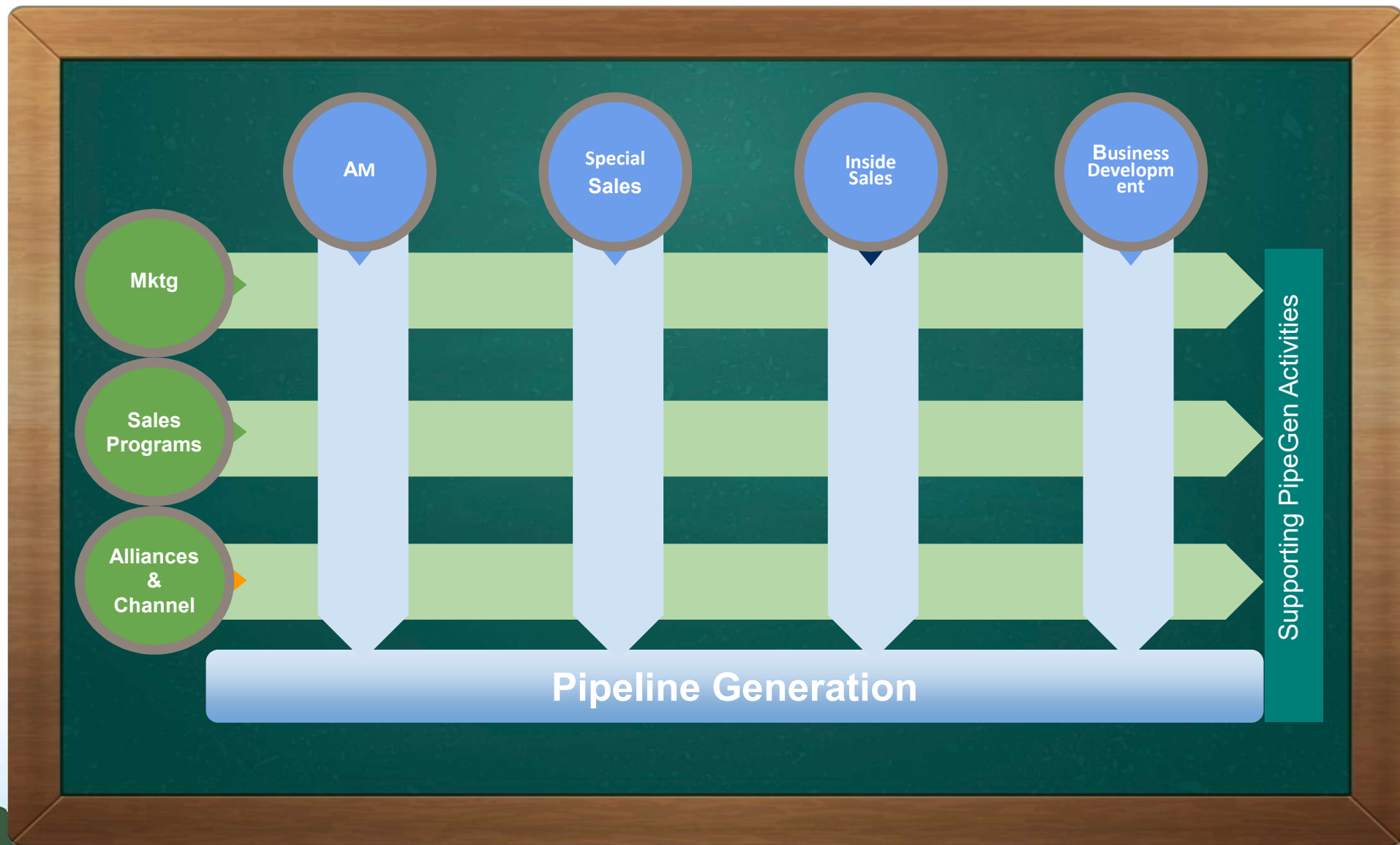YoY pipeline growth

Sales

YoY Revenue Growth
YoY Total Pipeline Growth

Customer Success

Retention
Net Promoter Score
Adoption
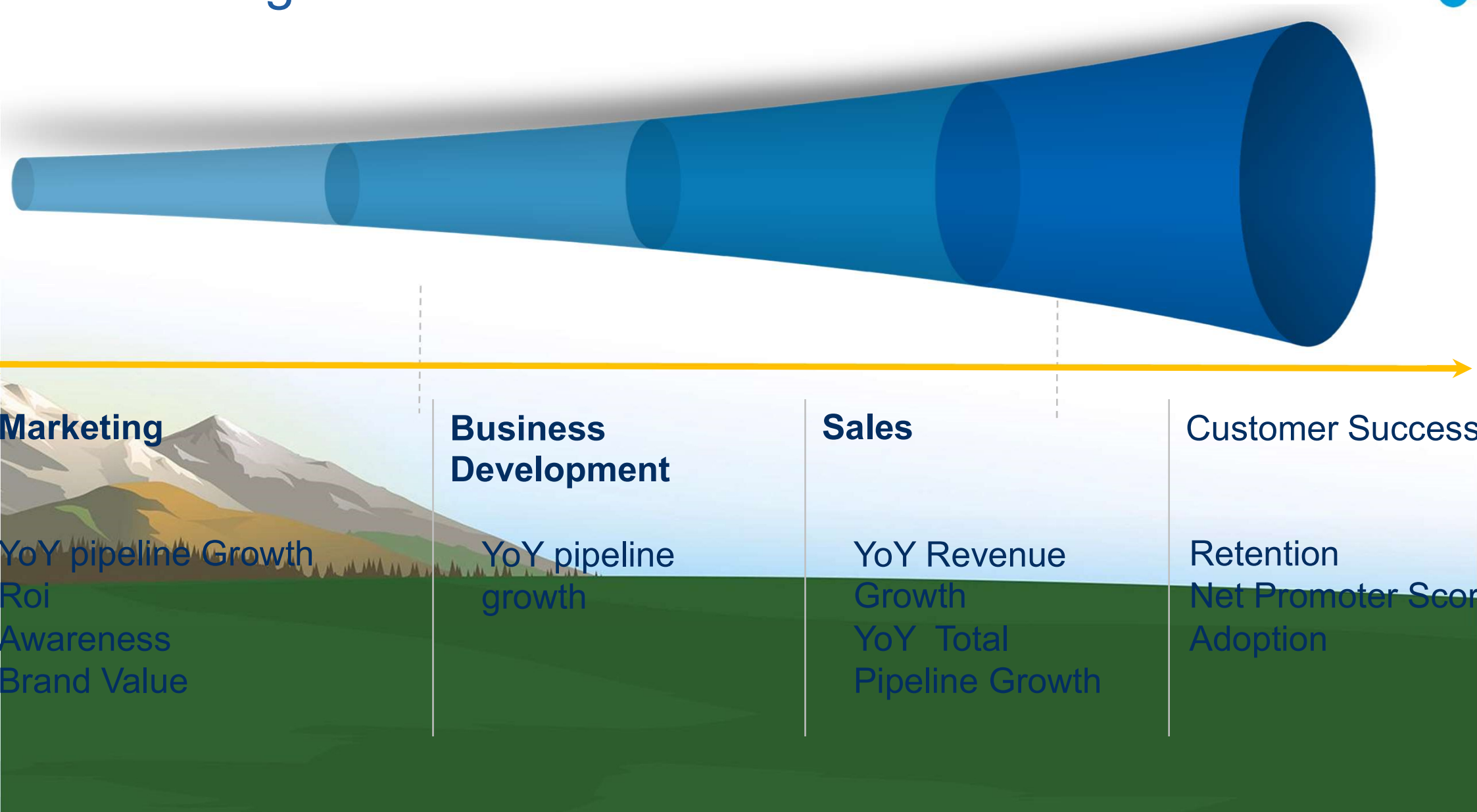
Business Alignment - Horseman Model

ll Segments, Divisions and Regions operate the same

Standard metrics for every Business

Regional filters

Macro segment filters

Sales team filters

Product Category filters

Consistency and transparency throughout the complete business

- **Pipeline**
  - Sales Cycle
  - Forecast Category
  - Deal Size
- **Bookings**
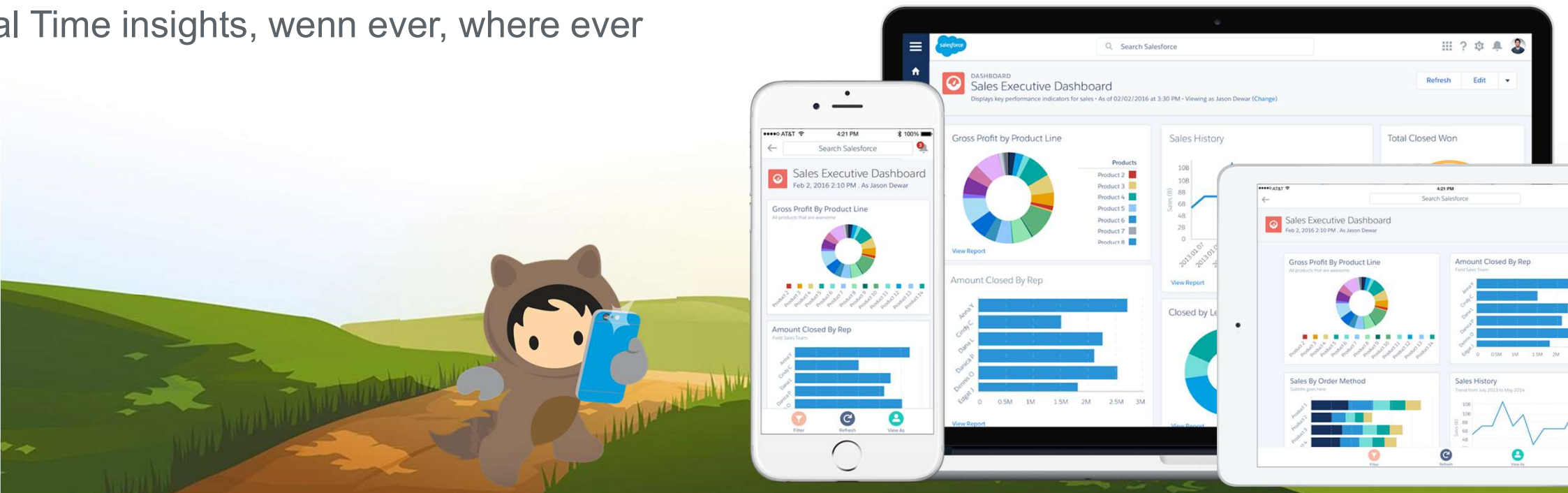 - Top Deals
  - Close rate
  - Product Mix
  - Transaction Volume

ptimization and cooperation because everyone is using the same data

ealtime!!!

erything Salesforce is, run on Salesforce data

u can only manage what you measure

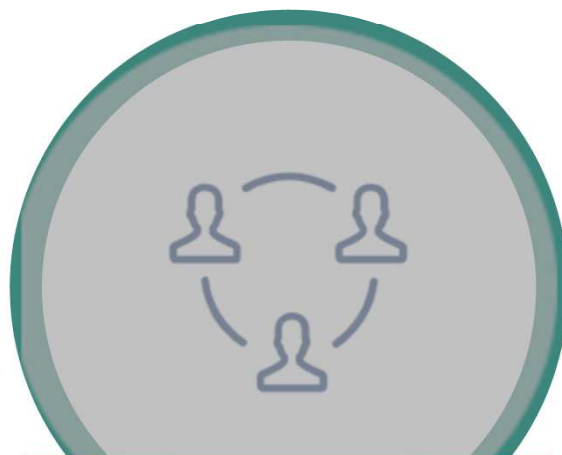t is the App, doesn't exist

al Time insights, wenn ever, where ever

Succesvolle commerciële teams...

Culture
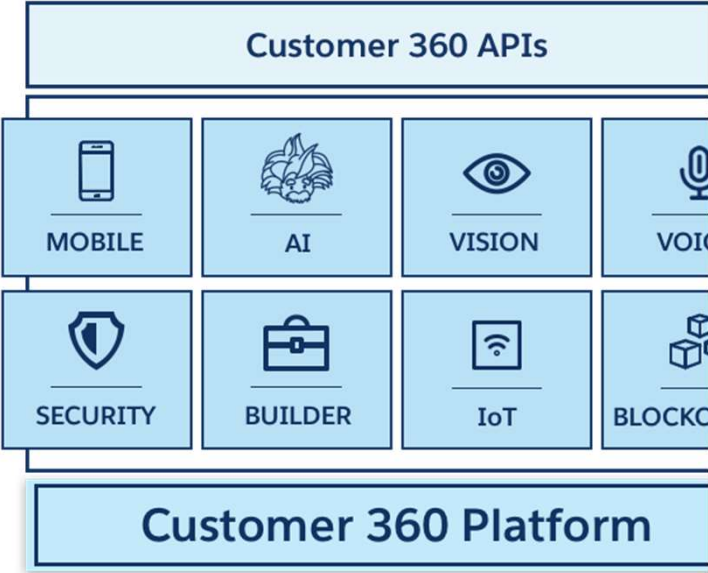*Common Success*

Model
Accountability
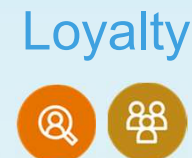
Technology
Customer & Employee Satisfaction

Growth

platform

Successful commercial teams...

Culture
Common Success

Model
Accountability

Technology
Customer & Employee Satisfaction

Growth