

Sales Accelerator Series

Maximize CRM & Sales Playbook: Driving User Adoption

June 29th 1- 2PM EDT.

What You Will Learn

Technology doesn't drive success – unless it is actually used!

Simply deploying technology doesn't guarantee success. Companies spend millions in sales technology, but rarely get full value from their investment. Most organizations ignore the critical element of user adoption, and they often do not take the necessary steps to ensure their CRM & Sales Playbook systems actually deliver increased sales.

How poor user adoption affects you:

- Cost of sales are increased because time is wasted performing tasks technology can do faster & cheaper
- Lost opportunities and increased sales admin overhead due to sales professionals not following internal sales processes or making the best use of their sales tools
- Ineffective sales conversations, as sales professionals do not fully capitalizing on Marketing resources (lead generation, marketing collateral, value proposition statements)

Consider the following observations:

- The problem rarely lies with the technology itself, but rather that it is not used effectively
- Often consulting companies focus on “change management” and miss the behavioral barriers to adoption as well as organizational components that are critical to user adoption & ROI

This webinar will guide you and your sales operations team on how to make the most of your existing CRM and supporting tools. You will learn how to identify and remove the barriers to full adoption of your CRM and sales playbook systems. You will also learn how can better streamline your sales processes and ensure the right incentives are in place to deliver effectiveness.

How You Will Benefit

- Develop a framework for differentiating technology, process, and “people” issues to enable sales leadership action that improves adoption and accelerates sales
- Learn how to shift from simply deploying technology to using technology to increase sales performance
- Progress from ineffective “Change Management” efforts to implementing a robust User Adoption Strategy that realizes the full potential of your sales tools investment
- Utilize technology to share best practices, improve sales conversations, shorten the learning curve, and quickly get new sales agents operating at peak performance and meeting their goals

Who Should Attend:

- VP/Director/Managers of Sales
- National Account Managers
- Sales Operations Managers
- Sales Professionals
- Inside Sales Professionals
- CIO
- CFO
- CMO
- VP/Director/Managers of Marketing
- CRM Managers



Convert Contacts to Contracts



IT Effectiveness & User Adoption Consulting

Where & When

June 29th, 2010 1-2PM EDT

Featured Presenters

David Gross, President, 2 Comma Sales

David Gross is founder & President of 2 Comma Sales. He has over 25 years of success in sales excellence working as an account executive with multiple global corporations. He is a leading expert in helping companies create and sustain business excellence, often times through assisting in the focused, redeployment of existing resource talent and capabilities within the company, rather than the addition of new resources.

Contact David: davidgross@2commasales.com or 800-951-7011.

Jason Whitehead, President, Tri Tuns

[Jason Whitehead](#) is founder and President of Tri Tuns, LLC, an organizational effectiveness consultancy specializing in driving and sustaining effective user adoption of IT systems to help clients actually achieved measurable business benefits from their technology investments. He has helped organizations such as Texas Instruments, AT&T, Bell South, BP, Nissan, Sabre Holdings, Kimberly-Clark, American Re-Insurance, Union Planters National Bank, the Defense Logistics Agency, and the National Institute of Health Federal Credit Union (NIHFCU) adopt new technology and improve the overall effectiveness of their front-office operations.

Contact Jason: jwhitehead@trituns.com or 703-652-0887.

Sponsored By:

2 Comma Sales

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Tri Tuns

Tri Tuns, LLC is an IT and Organizational Effectiveness consulting company specializing in driving and sustaining effective user adoption of IT systems. We work at the intersection of technology, process, culture and people to help clients actually achieved measurable business benefits from their technology investments. Tri Tuns combines advanced technology implementation expertise with advanced knowledge of organization development and employee engagement techniques to effectively drive desired user behavior. www.TriTuns.com