

AR And Sales – European Virtual Workshop

Part 1 (Day 1) Tuesday June 22, 2021. Time Zone Agenda

Agenda Session	GMT Zone	Central European Time	Eastern European Time	Moscow Time
Workshop Technology Setup	11:00 am – 11:30 am	12:00 noon – 12:30 pm	1:00 pm – 1:30 pm	1:00 pm – 1:30 pm
Welcome And Introductions	11:30 am – 11:45 am	12:30 pm – 12:45 pm	1:30 pm – 1:45 pm	1:30 pm – 1:45 pm
The Role Of Sales In An AR Program <ul style="list-style-type: none"> • Why sales support is AR's toughest challenge • When should AR focus on sales? 	11:45 am – 12:10 pm	12:45 pm – 1:10 pm	1:45 pm – 2:10 pm	1:45 pm – 2:10 pm
Forrester's Scorecard For AR And Sales <ul style="list-style-type: none"> • 9 sales success factors • Using Forrester's AR-and-sales scorecard 	12:10 pm – 12:25 pm	1:10 pm – 1:25 pm	2:10 pm – 2:25 pm	2:10 pm – 2:25 pm
Long Break	12:25 pm – 12:55 pm	1:25 pm – 1:55 pm	2:25 pm – 2:55 pm	2:25 pm – 2:55 pm
Understanding Sales Challenges <ul style="list-style-type: none"> • Understanding your company's sales processes • Understanding top sales process challenges 	12:55 pm – 1:15 pm	1:55 pm – 2:15 pm	2:55 pm – 3:15 pm	2:55 pm – 3:15 pm
Sales-Worthy Analysts And Publications <ul style="list-style-type: none"> • Detecting influential analysts • Readyng sales-w orthy analysts • Detecting influential publications • Readyng sales-w orthy publications 	1:15 pm – 2:00 pm	2:15 pm – 3:00 pm	3:15 pm – 4:00 pm	3:15 pm – 4:00 pm
Short Break	2:00 pm – 2:15 pm	3:00 pm – 3:15 pm	4:00 pm – 4:15 pm	4:00 pm – 4:15 pm
Sales-Worthy Analysts And Publications (Continued)	2:15 pm – 3:05 pm	3:15 pm – 4:05 pm	4:15 pm – 5:05 pm	4:15 pm – 5:05 pm
Prepare AR And Its Sales Support Resources <ul style="list-style-type: none"> • Funding and staffing an AR-and-sales program • Preparing AR-and-sales support services • Preparing the sales force for support 	3:05 pm – 3:25 pm	4:05 pm – 4:25 pm	5:05 pm – 5:25 pm	5:05 pm – 5:25 pm
Day 1 Wrap-Up	3:25 pm – 3:30 pm	4:25 pm – 4:30 pm	5:25 pm – 5:30 pm	5:25 pm – 5:30 pm

AR And Sales – European Virtual Workshop

Part 2 (Day 2) Wednesday June 23, 2021. Time Zone Agenda

Agenda Session	GMT Zone	Central European Time	Eastern European Time	Moscow Time
Welcome And Introductions	11:00 am – 11:15 am	12:00 noon – 12:15 pm	1:00 pm – 1:15 pm	1:00 pm – 1:15 pm
Prepare AR And Its Sales Support Resources (Continued)	11:15 am – 11:55 am	12:15 pm – 12:55 pm	1:15 pm – 1:55 pm	1:15 pm – 1:55 pm
Deliver Direct Sales Support <ul style="list-style-type: none"> • Detecting analyst influence over current sales cycles • Delivering the most valued sales support 	11:55 am – 12:25 pm	12:55 pm – 1:25 pm	1:55 pm – 2:25 pm	1:55 pm – 2:25 pm
Long Break	12:25 pm – 12:55 pm	1:25 pm – 1:55 pm	2:25 pm – 2:55 pm	2:25 pm – 2:55 pm
Implement Automation And Metrics <ul style="list-style-type: none"> • Productive AR-and-sales automation • Measuring an AR-and-sales program 	12:55 pm – 1:30 pm	1:55 pm – 2:30 pm	2:55 pm – 3:30 pm	2:55 pm – 3:30 pm
Win The Accolades You Deserve <ul style="list-style-type: none"> • Expectation management, results, and rewards 	1:30 pm – 2:00 pm	2:30 pm – 3:00 pm	3:30 pm – 4:00 pm	3:30 pm – 4:00 pm
Short Break	2:00 pm – 2:15 pm	3:00 pm – 3:15 pm	4:00 pm – 4:15 pm	4:00 pm – 4:15 pm
Day 2 Wrap-Up <ul style="list-style-type: none"> • The view from the sales team • Don't commit beyond your control • Your AR-and-sales scores, weaknesses and readiness 	2:15 pm – 3:30 pm	3:15 pm – 4:30 pm	4:15 pm – 5:30 pm	4:15 pm – 5:30 pm