



MARKETING

Lead-Generation via Marketing-Activities: Campagnes, Social Media Mkt, SEO, SEA, etc.

Web Interaction
Remarketing
Targeting

Personalized Content
Behavioural analyses

LEAD

QUALIFIED LEAD

Interactions
Share content
Social Selling

Provide Insights
Build relationship
Access to BC
Use Cases

Lead-Generation via sales activities: Social Selling, Prospecting, Networking, etc.

SALES

COMMUNICATION

NL-TOOLS
CMS

SOCIAL MEDIA

Webinars
Collaterals
References

OPPORTUNITY

Quote
Presentation
Negotiation
Close
Contract

CPQ

SALES ENABLEMENT

MKT AUTOMATION

SEO-TOOLS

WEB ANALYTICS

ABM

Account Based Mkt
Behavioural Analytics
Referral-Marketing
Loyalty Programs

CUSTOMER

CRM

ERP

Business Dev.
Cross-Selling
Customer Churn

SALES ANALYTICS

SALES ACCELERATION

MARKETING

Customer knowledge
Customer satisfaction
Customer engagement

Events
PR
Customer Experience

**STRATEGIC PARTNER
BRAND ADVOCATE**

QBR's
Co-Development

Customer retention
Customer development
Strategy development

SALES