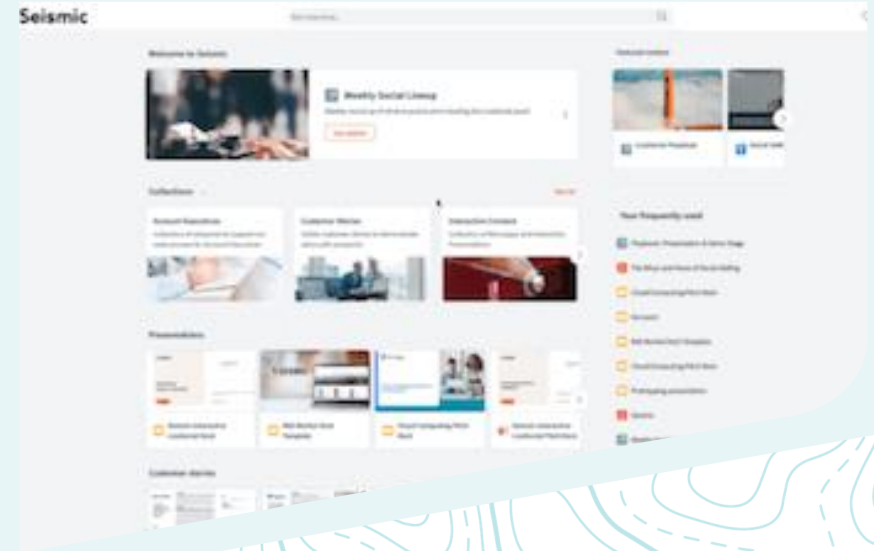


# Die letzten 20%

**Wie bleibst Du relevant, wenn dich der  
Kunde nicht mehr braucht?**





**11**



**2**



**4**

# Agenda

Die Wahrheit liegt auf dem Platz

---

Laptoptrainer

---

Vereinsmuseum

---

Expected Goals

---

„Mal verliert man und mal gewinnen die anderen!“

**Otto Rehagel**

# Laptoptrainer





Positions Last

All

All games

Start date



End date



1

2

3

4

5

...

50



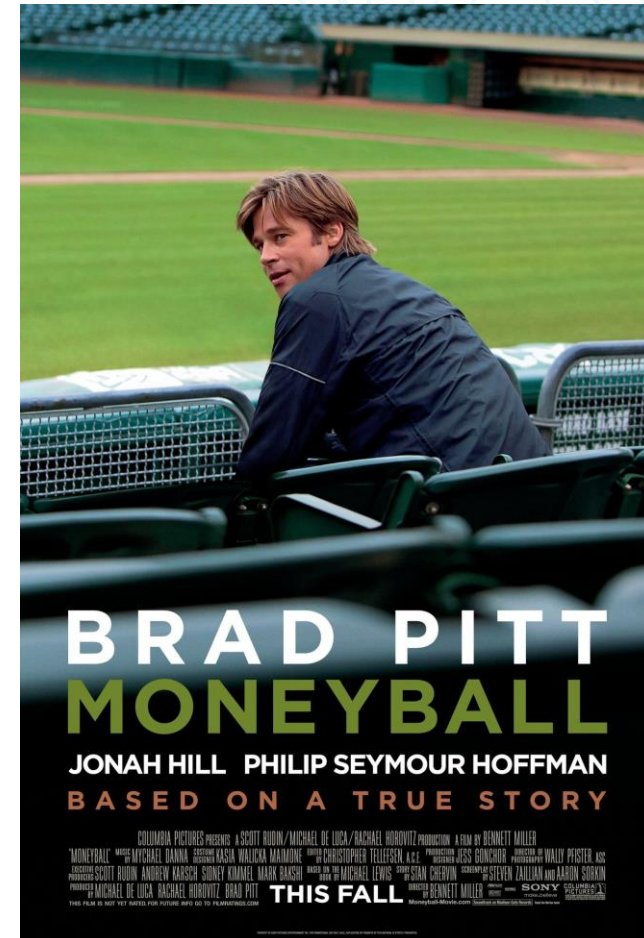
No	Player	Team	Apps	Min	G	A	xG	xA	xG90	xA90
1	Robert Lewandowski	Bayern Munich	30	2595	32	2	34.92 <sup>+2.92</sup>	4.59 <sup>+2.59</sup>	1.21	0.16
2	Patrik Schick	Bayer Leverkusen	23	1788	20	1	16.16 <sup>-3.84</sup>	1.12 <sup>+0.12</sup>	0.81	0.06
3	Erling Haaland	Borussia Dortmund	20	1563	18	7	13.79 <sup>-4.21</sup>	5.15 <sup>-1.85</sup>	0.79	0.30
4	Christopher Nkunku	RasenBallSport Leipzig	30	2413	17	13	12.60 <sup>-4.40</sup>	9.29 <sup>-3.71</sup>	0.47	0.35
5	Anthony Modeste	FC Cologne	28	2279	16	2	13.43 <sup>-2.57</sup>	2.46 <sup>+0.46</sup>	0.53	0.10
6	Taiwo Awoniyi	Union Berlin	27	1910	13	0	12.26 <sup>-0.74</sup>	1.89 <sup>+1.89</sup>	0.58	0.09
7	Serge Gnabry	Bayern Munich	30	1895	12	5	10.76 <sup>-1.24</sup>	10.34 <sup>+5.34</sup>	0.51	0.49
8	Moussa Diaby	Bayer Leverkusen	28	2441	12	9	8.15 <sup>-3.85</sup>	7.43 <sup>-1.57</sup>	0.30	0.27
9	André Silva	RasenBallSport Leipzig	29	1836	10	2	12.06 <sup>+2.06</sup>	2.76 <sup>+0.76</sup>	0.59	0.14
10	Jonathan Burkardt	Mainz 05	30	2348	10	3	12.11 <sup>+2.11</sup>	2.59 <sup>-0.41</sup>	0.46	0.10
					789	559	848.25 <sup>+59.25</sup>	611.11 <sup>+52.11</sup>		





# Erfolg

Relevanz





# Vereinsmuseum

Vertriebsgeschichte





**Manuell**



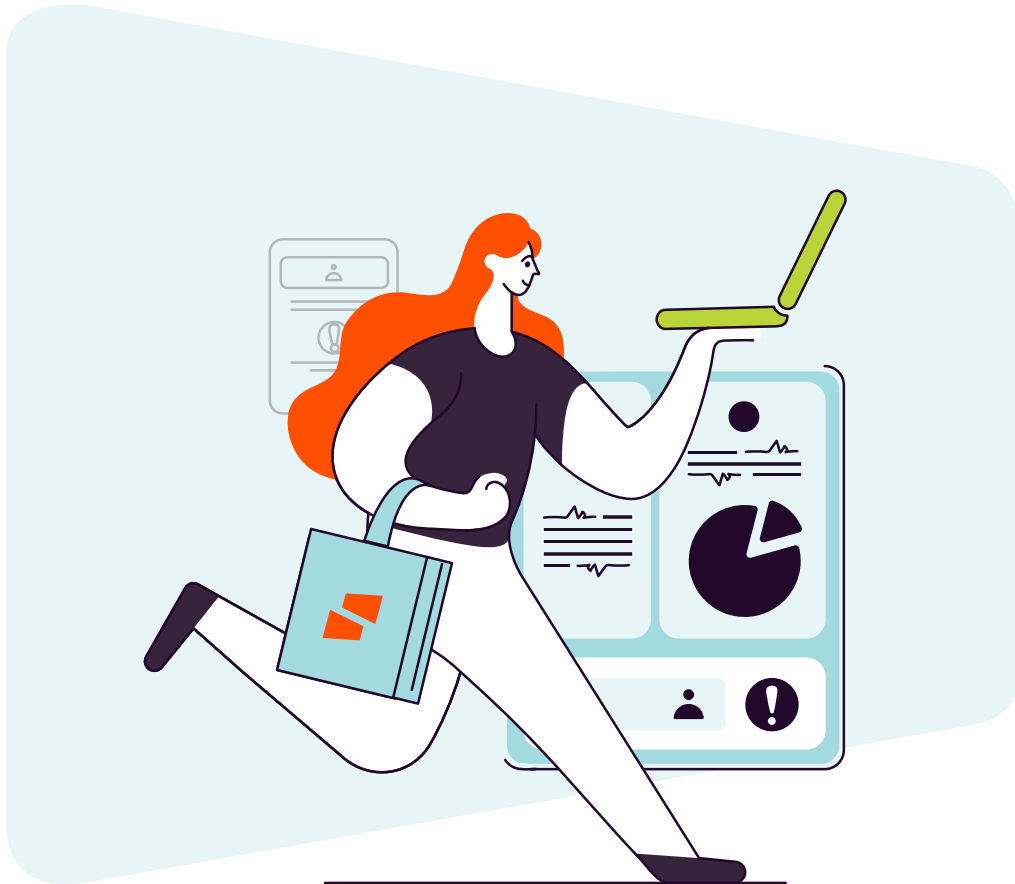
**Handschlag**



**Gefühl**

# Internet

- WWW
- CRM
- Marketing
- Webshop
- ...



“

80% des Buying Cycles sind schon gelaufen. Also bevor Du überhaupt zum ersten Mal Kontakt mit deinem Kunden hast. Du hast also kaum Zeit, zu deinen Gunsten Einfluss zu nehmen. Und nun?

**Die restlichen 20% müssen richtig knallen.**

Und das klappt nur mit einer Sache: **Relevanz.**



# 80% des Buying Cycles



**11**

**80%**

**B2C**

**20%**



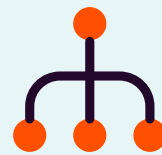
**Relevant**



**Aktuell**



**Kanäle**



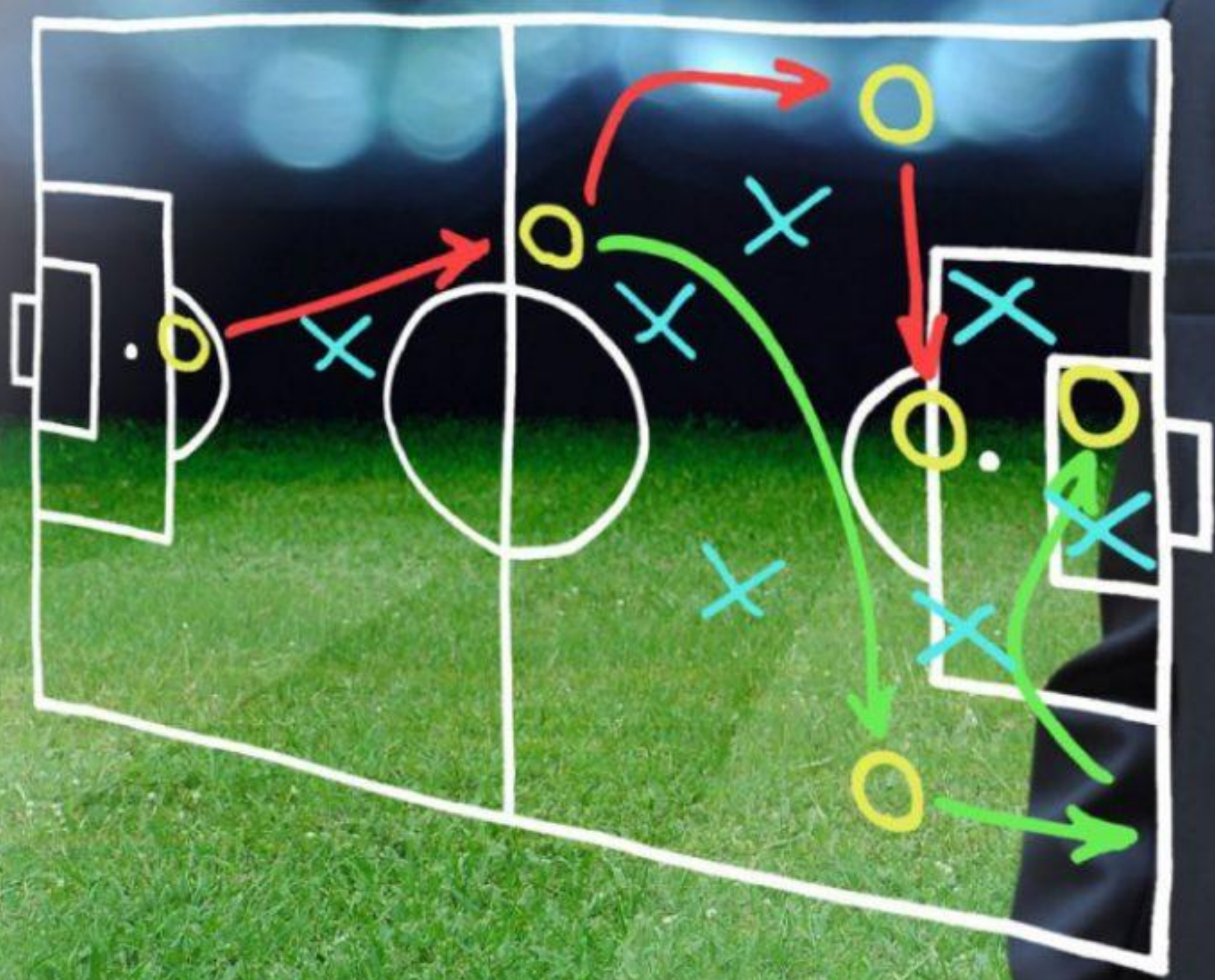
**Messbar**



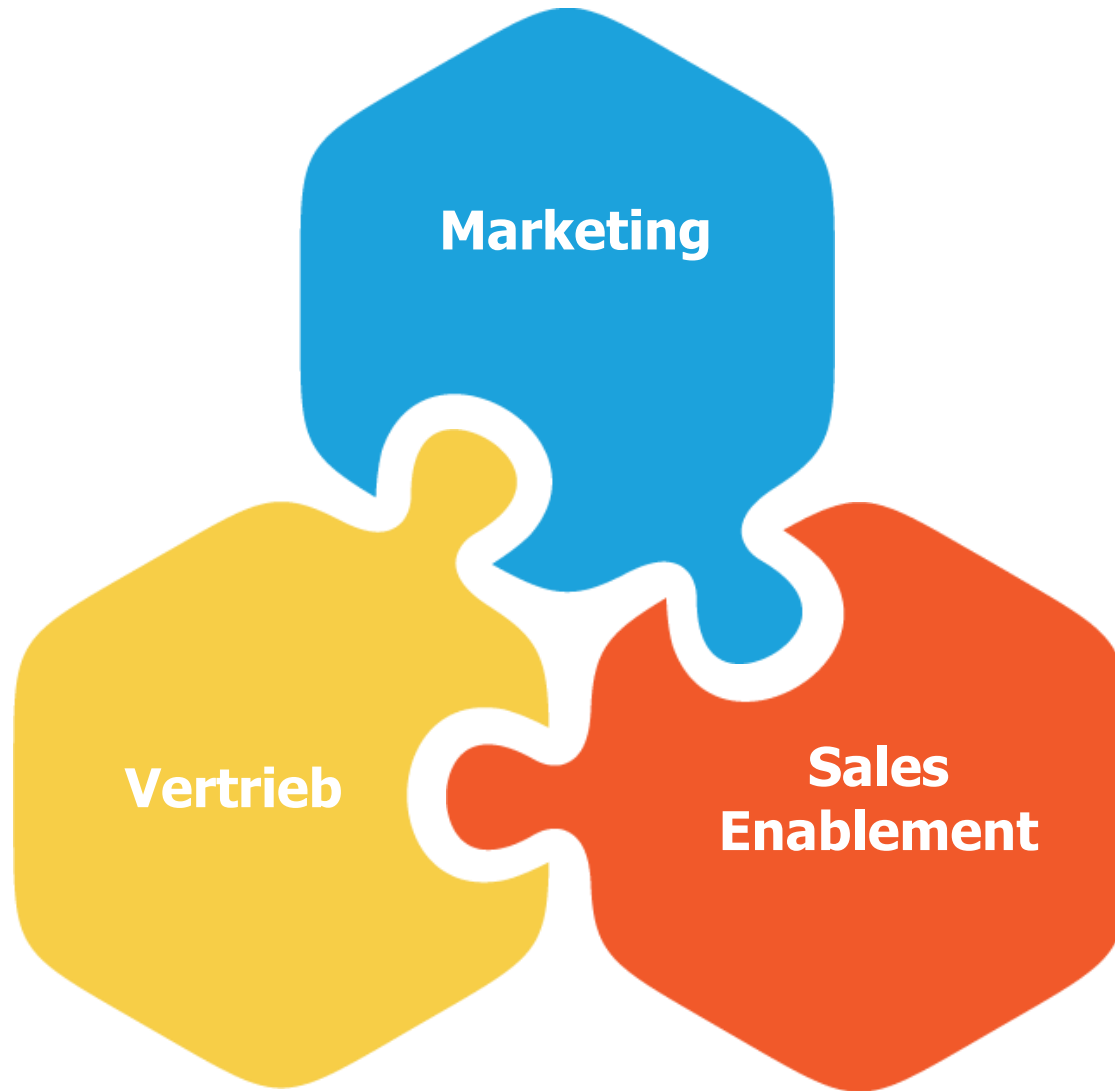
# Expected Goals

Die 20%











**Opportunity**  
\*Edge Communications

Account Name	Close Date	Amount
Edge Communications	6/30/2022	\$2,088,550.00

Progress bar:  Presentations

**SEISMIC** Start searching...

Sales Playbook **Content To Send** Internal Upsell

**Content To Send**

Type	Name
Email Template	Cloud Computing Launch
Case Studies	Skystats Telecom Case Study
	Telefónica Case Study
Presentations	Sales Pitch Deck
	Sales Pitch Deck
	Account Review
	Interactive Proposal
Interactive Content	The Leader of Innovation MicroApp
Contracts	NDA (e-Signature)

### Content Relevance

Industry: ✓ Telecommunications  
 Sales Stage: ✓ Presentation & Demo  
 Persona: ✓ C-Level, Marketing, Sales  
 Top Performer: ✓ Yes

### Usage & Engagement



Vertical sidebar with icons: Information, Like, Comment

Follow Edit Delete Clone

Closed Mark Stage as Complete

Opportunity Name	*Edge Communications	Account Name	Edge Communications
Stage	Presentation & Demo	Industry	Telecommunications
Probability (%)	50%	Buyer Type	Commercial
MEDICC	90%	Main Competitor(s)	Cisco
<b>Additional Information</b>			
Products	Cloud Computing Platform	Amount	\$2,088,550.00
User License	5000	Close Date	6/30/2022
Next Steps	- Finalize project budget - Send RFP - Connect with partner team	Business Outcomes	Reduce Cost;Increase Speed to Market;Mitigate Risk

**Contact Roles (3)**

<b>Rob Callahan</b>	Decision Maker
Role:	SVP, Sales Enablement
<b>Rose Gonzalez</b>	Economic Buyer
Role:	SVP, Marketing
<b>Sean Forbes</b>	Executive Sponsor
Role:	CTO

[View All](#)

**Products (3)**



# Ein Spiel dauert 90 Minuten



Geteilt von **Moritz Wohlers**

## Willkommen

Auf dieser Seite sind alle relevanten Informationen zu unserem Projekt.  
Wir können auch direkt die Chatfunktion auf der Seite nutzen, um Feedback zu erhalten und die nächsten Schritte zu planen.



### **Nutzen Sie die neuesten Entwicklungen im Sales Enablement**

Hinzugefügt am apr 21, 2022 04:06 PM

Ein Überblick zu den neuesten Entwicklungen im Bereich Sales Enablement.

Anzeige



### **Rockwell Automation Case Study**

Hinzugefügt am apr 21, 2022 04:06 PM

Erfahrungsbericht

Anzeige





← Thread ×

**Lisa Guerrero**  
21.04 um 5:57 pm  
**@Moritz Wohlers** Danke für die Infos!

**Moritz Wohlers**  
25.04 um 12:11 pm  
Gerne. Im Dokument **Nutzen Sie die neuesten Entwicklungen im Sales Enablement** sind auch die genannten Statistiken.

Kommentar hier schreiben





Search



Home



My Network



Jobs



Message



ENGAGE

close

"Complaining won't change the outcome."



Sales addict @



Founding Member @



Lisa Guerrero Pawletta · 1st

"File is attached" - red flag..

Talks about #sdr, #sales, and #mindset

Berlin Metropolitan Area · [Contact info](#)



SDRs of Germany



From The Past Week

Professional



English

Professional

Refine

by: How Janus Henderson tailored  
and individual investors  
martech.org - Apr 19, 2022



- Sales Enablement
- Content Strategy
- Sales Effectiveness
- Marketing
- German
- Bridge
- Automation
- Events

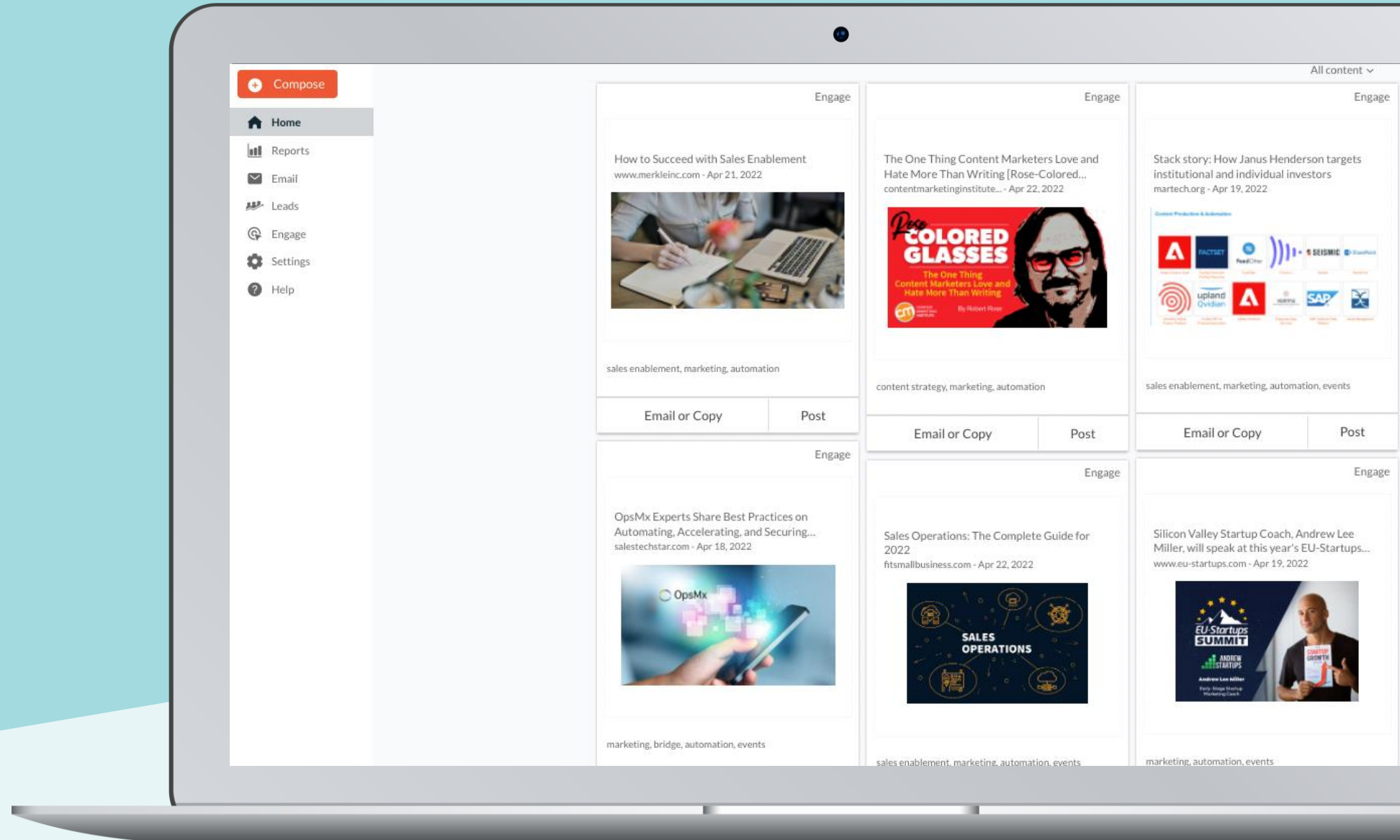
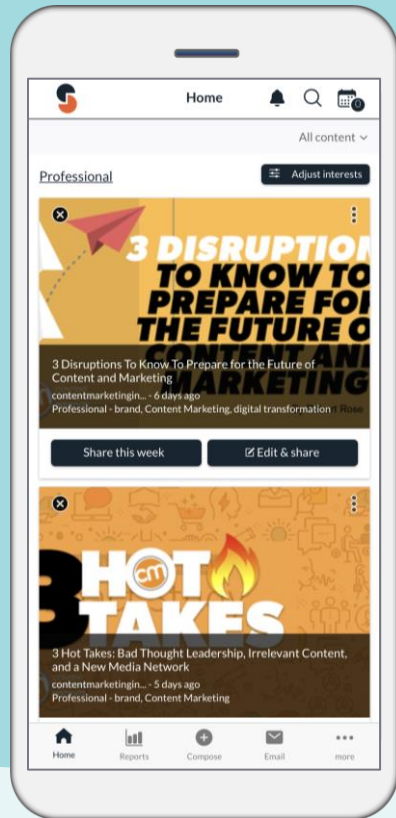
Personal

Refine

sales.enablement.marketing.automation.events



# Network



TARGET CONTRIBUTION

100.0%

TOTAL ACTIVITY

19,826

CONTRIBUTION 100.0%

VIEWS

13,497

CONTRIBUTION 100.0%

USAGE

2,411

CONTRIBUTION 100.0%

SENDS

2,139

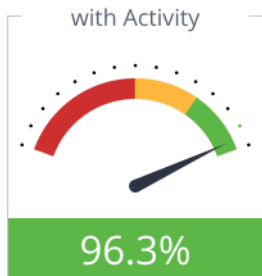
CONTRIBUTION 100.0%

ENGAGEMENT HOURS

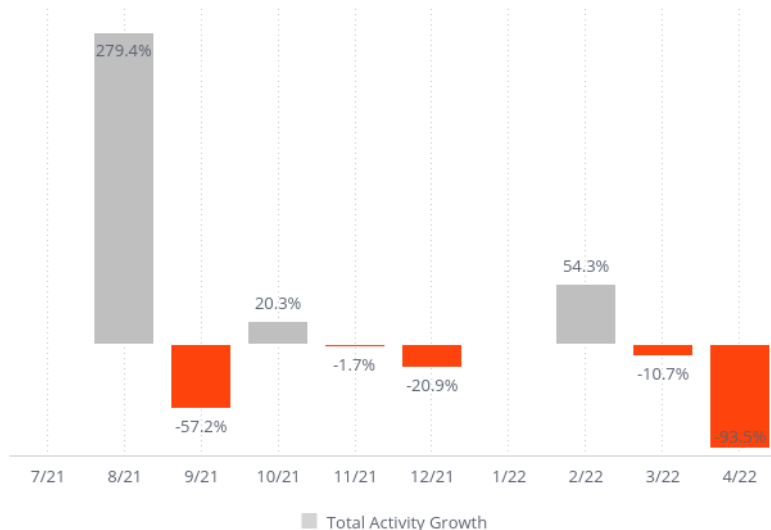
34.46

CONTRIBUTION 100.0%

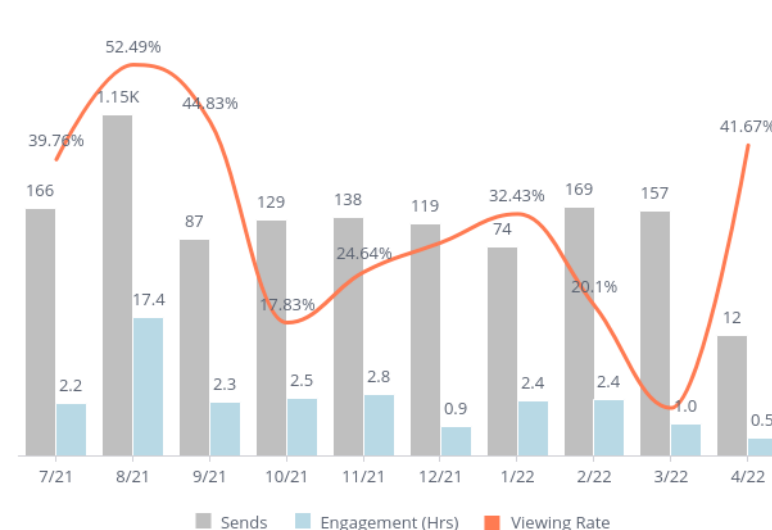
UTILIZATION



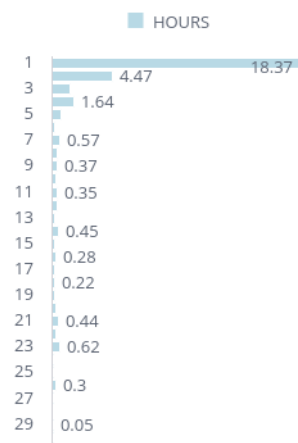
Popularity Growth Month over Month



Performance Month over Month



Time Spent per Page



Content Attribution, Outreach, & Engagement Details

URL	Content Name	Active Opps	Total Closed Opps	Lost Opps	Won Opps	Content Win Rate	Attribution to Content	Sends	Unique Content Views	Viewing Rate	Engagem... (Hrs)	Avg P per C View
https://...f2bc-40d2-bcff-11a767...	The Whys and Hows of Social Selling	25	9	2	7	78%	\$13.65M	405	195	48.1%	7.1	
https://...01f0-400d-983f-465ddc...	Seismic Interactive LiveSocial Deck	23	6	2	4	67%	\$2.05M	310	110	35.5%	3.4	
https://...6fbe-4512-9de2-115130...	LiveSocial Core Product Brief	22	6	2	4	67%	\$4.85M	289	163	56.4%	5.6	

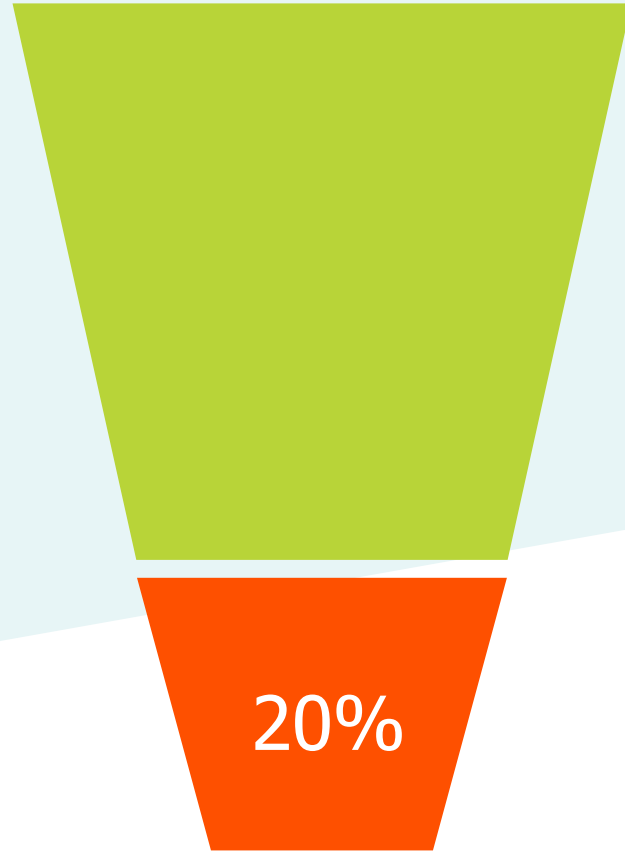



## Content Attribution, Outreach, & Engagement Details

URL	Content Name	Active Opps	Total Closed Opps	Lost Opps	Won Opps	Content Win Rate	Attribution to Content	Send... <span>▼</span>	Unique Content Views	Viewing Rate	Engagem... (Hrs)
<a href="#">🔗</a>	The Whys and Hows of Social Selling	25	9	2	7	78%	\$13,65M	405	195	48,1%	7,1
<a href="#">🔗</a>	Seismic Interactive LiveSocial Deck	23	6	2	4	67%	\$2,05M	310	110	35,5%	3,4
<a href="#">🔗</a>	LiveSocial Core Product Brief	22	6	2	4	67%	\$4,85M	289	163	56,4%	5,6
<a href="#">🔗</a>	Seismic Interactive LiveSocial Pitch Deck	22	6	2	4	67%	\$5,55M	250	98	39,2%	3,5
<a href="#">🔗</a>	LiveSocial FS Product Brief	21	6	2	4	67%	\$5,55M	193	123	63,7%	4,0
<a href="#">🔗</a>	Customer Logo Slide	3	0	0	0		\$0	74	36	48,6%	0,5
<a href="#">🔗</a>	Blackbaud	6	0	0	0		\$0	60	13	21,7%	0,9
<a href="#">🔗</a>	Social Selling Microapp	8	0	0	0		\$0	59	13	22,0%	1,9
<a href="#">🔗</a>	LinkedIn Social Selling Best Practices Publishers March 2021	5	1	0	1	100%	\$0	44	3	6,8%	0,3
<a href="#">🔗</a>	Social Analytics Sell Sheet						\$0	29	0	0,0%	0,0
<a href="#">🔗</a>	Cox Automotive	6	0	0	0		\$0	28	4	14,3%	0,4
<a href="#">🔗</a>	Domo	1	0	0	0		\$0	28	8	28,6%	0,7
<a href="#">🔗</a>	Cloud Computing Platform Brochure (2)						\$0	27	18	66,7%	1,3
<a href="#">🔗</a>	Citrix						\$0	24	4	16,7%	0,1



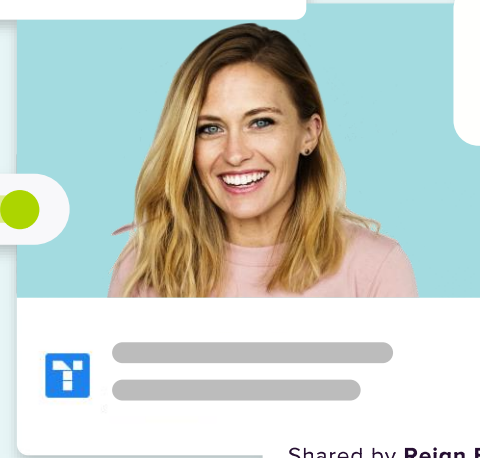
# Erfolg



 Send email with link

 LiveSocial

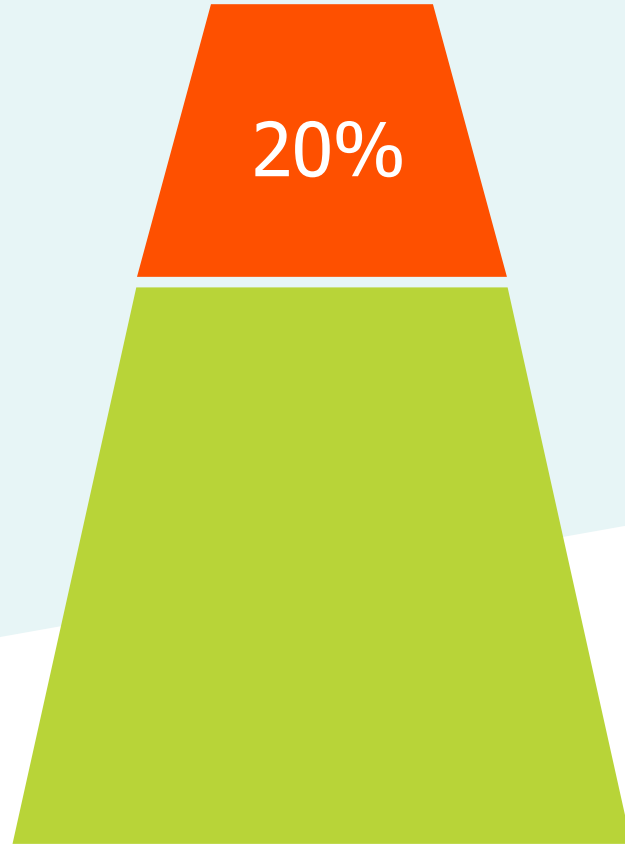
Link is Live




A user profile card for a woman with blonde hair. Below the profile is a social sharing interface with a Facebook icon and two grey bars representing text input. At the bottom right of the card, it says "Shared by Reign Button" next to a small profile picture of the same woman.




# Erfolg




 Send email with link

 LiveSocial

Link is Live





Shared by **Reign Button** 



Das **Spiel** ist erst zu Ende, wenn der **Schiedsrichter** abpfeift

[mwohlers@seismic.com](mailto:mwohlers@seismic.com)

in

