



Sales Connect

New York 2016

Selling the Genesys Way



Diane Demeester

VP of Global Sales & Services Operations, Genesys

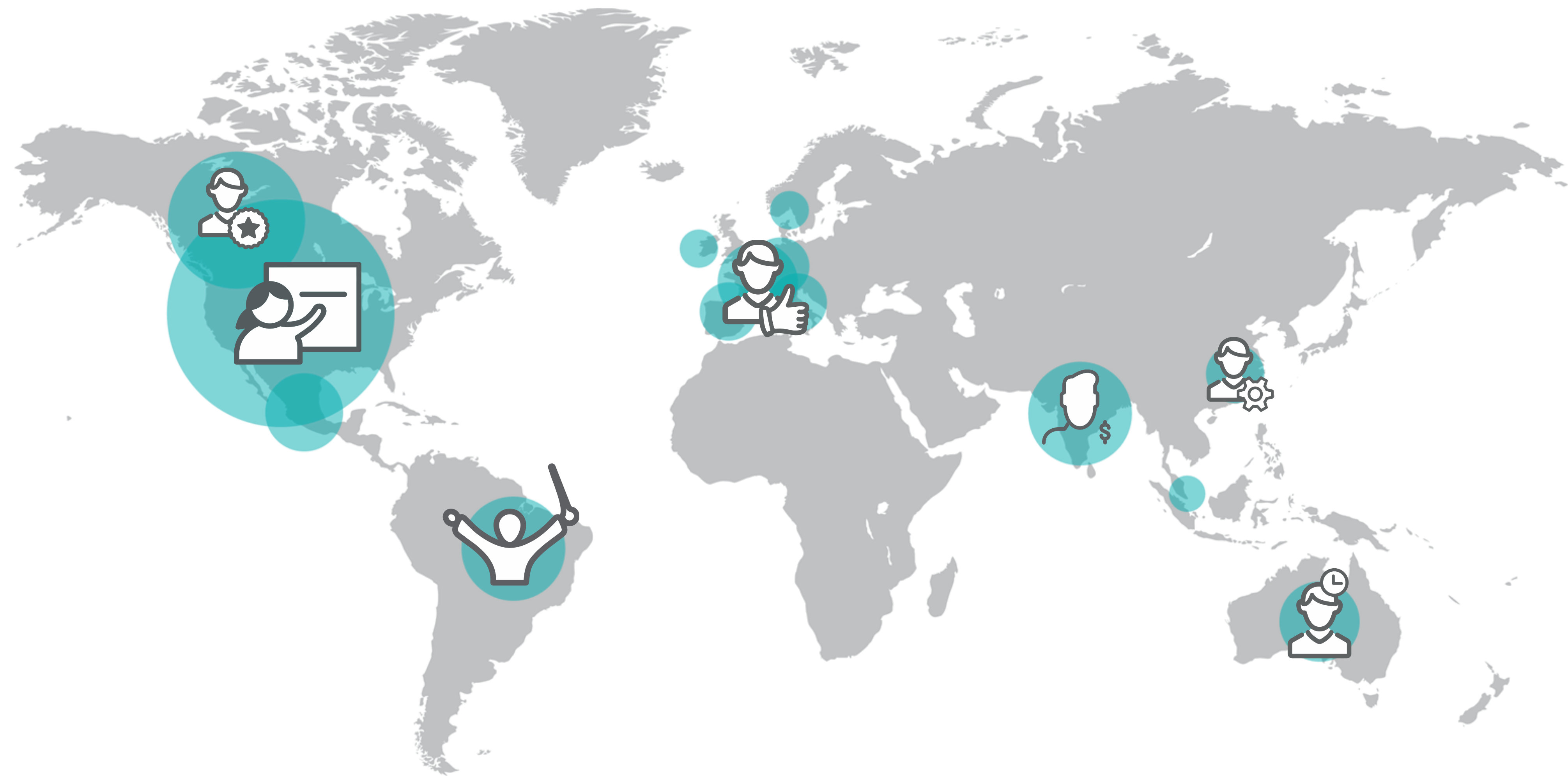


World's #1 Customer Experience Platform



In most cases being a good boss means hiring talented people and then getting out of their way.

Tina Fey



Around the Globe, Every Seller is Unique

81%
Activation Rate

8
Average Log Ins/Month

7%
InMail Response Rate

47
Genesys SSI

Initial Social Selling Results: 2014

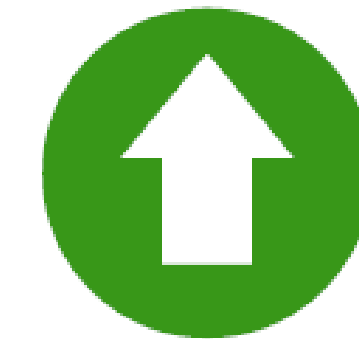
Pockets of usage

No official onboarding process

Not part of Selling the Genesys Way

Limited metrics to track success

Selling the Genesys Way



Improved Win Rates



Higher Deal Values



Shorter Sales Cycles



Improved CX



Selling the Genesys Way = Social Selling

Account Planning Template

Widened Access

Prospecting Playbook

Customized Salesforce

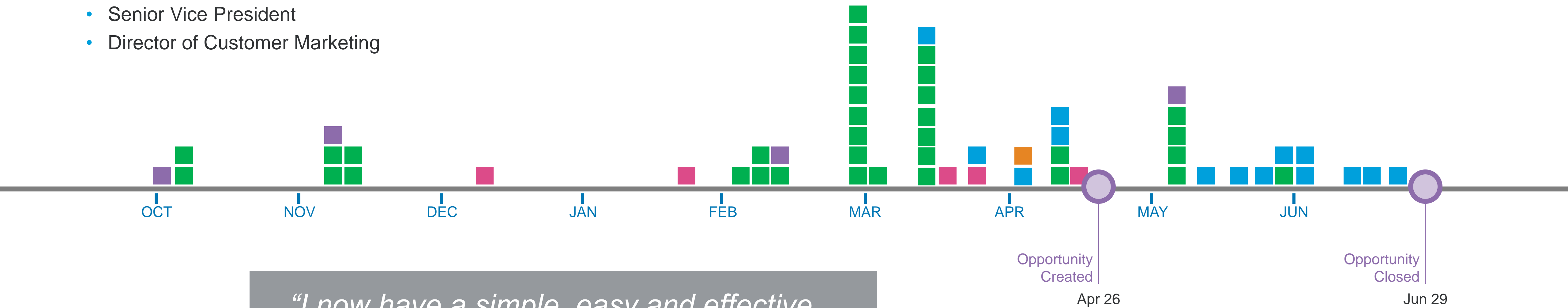
Rolled out EveryoneSocial

Just In Time Training

Selling The Genesys Way In Action

Key Personas Engaged:

- CEO
- CIO
- Chief Customer Officer
- Senior Vice President
- Director of Customer Marketing
- VP Customer Experience
- Head of Global Operations
- Director of Retail Services



"I now have a simple, easy and effective way to monitor my Executive Level Buyers"
- Nicholas Dectis, Global Account Manager



- LEGEND
- Saved lead
 - Connected with buyer
 - Posted content generating buyer engagement
 - Engaged with Member Post
 - Sent Inmail

97%
Activation Rate

20
Average Log Ins/Month

12%
InMail Response Rate

61
Genesys SSI

Social Selling the Genesys Way: 2016

Increased usage

Improved application of tools

Clear metrics

Line of sight to impact on revenue

2014

2016

81%

Activation Rate

97%

Activation Rate

8

Average Log Ins/Month

20

Average Log Ins/Month

7%

InMail Response Rate

12%

InMail Response Rate

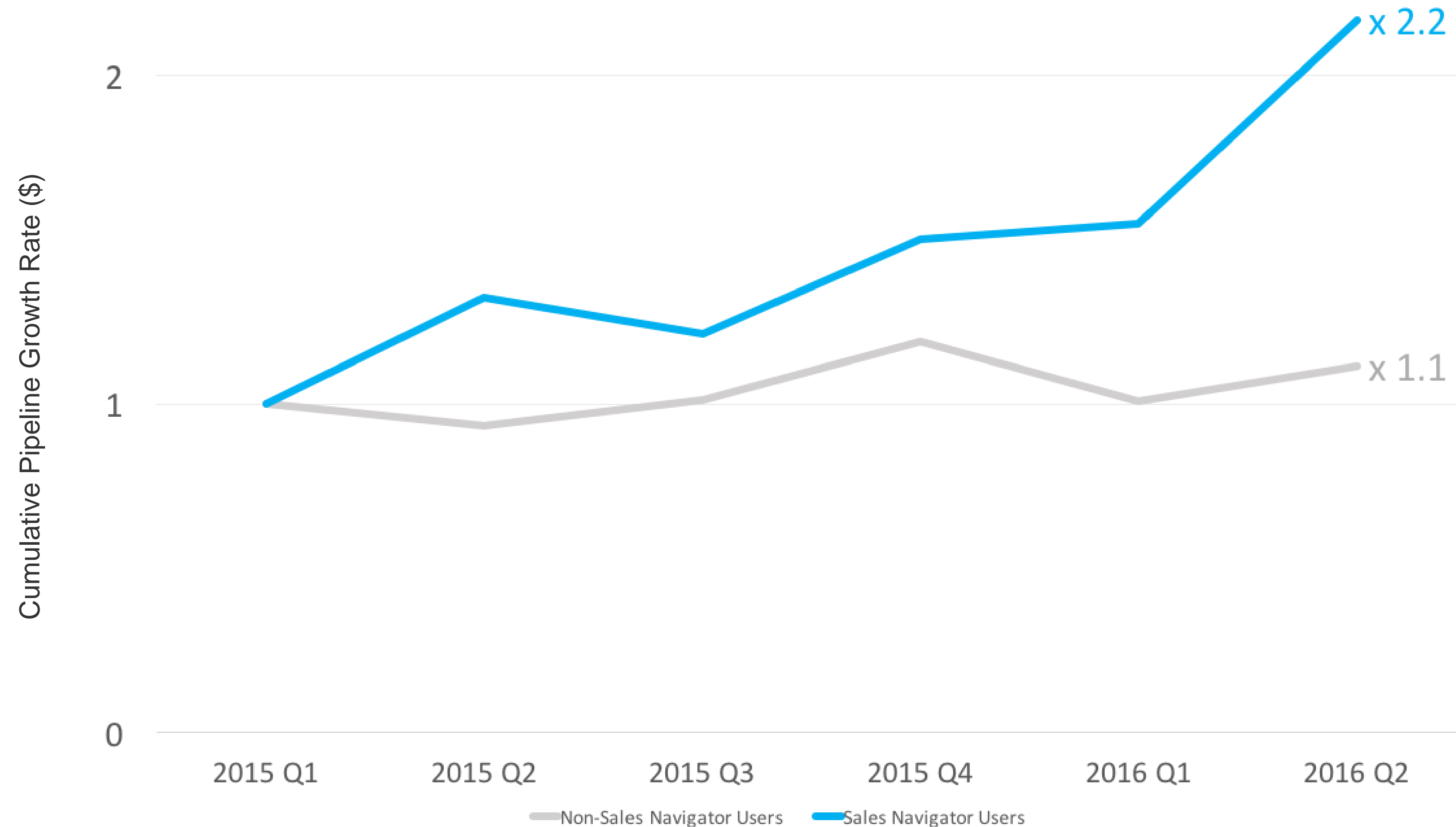
47

Genesys SSI

61

Genesys SSI

We've seen increased pipeline for Sales Nav Reps



Because Social Selling means better outcomes



Improved Win Rates

+16%

higher win-rate when deals
influenced by Sales Navigator

High Impact Activities

Deals where reps engaged in these activities showcased the highest win-rates.



Research buyers and
companies via Social Listening

+19%



Connected with buyer

+22%

Because Social Selling means better outcomes



Higher Deal Values

+42%

larger deals when deals
influenced by Sales Navigator

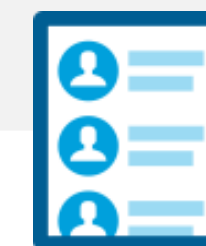
High Impact Activities

Deals where reps engaged in these activities showcased the largest deal sizes.




Posted content with which
buyers interacted

+165%



Saved buyer in Sales
Navigator as a Lead

+185%



Global teams make
social selling all their
own.

LATAM

NA

EMEA

APAC



Marcelo Menta
Country Manager, Brazil
SSI: 78

“Build C-Level relationships”



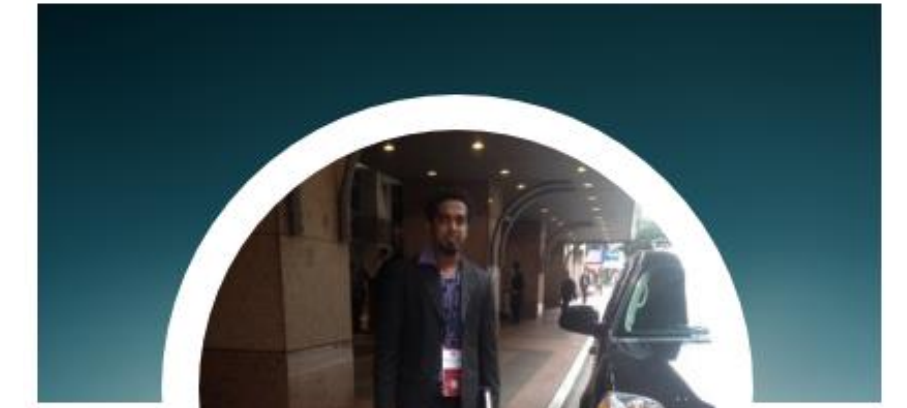
Alice Katwan
VP of Sales, West
SSI: 83

“Open doors for my team with my network”



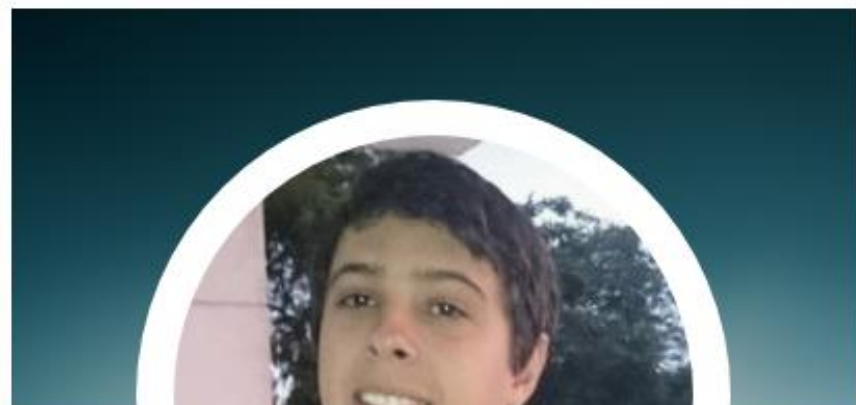
Gillian Molesworth
Enterprise Account Manager
SSI: 85

“Sales navigator gives me the short version of a long job”



Hari Prasath
Inside Sales Specialist, India
SSI: 75

“It gets me past the gate keeper”



Julio Cerasi
Account Executive
SSI: 78

“Back to basics - prospecting”



Jordan Sandberg
Sr. Software Account Executive
SSI: 80

“I never go into a meeting without having done my research first”



Bobby Abedeen
Sr. Account Executive
SSI: 84

“I connect my calendar to LinkedIn to receive timely profile alerts”



Elisabeth Wong
Lead Development Rep, China
SSI: 85

“I research key personas and share relevant content”

2016 better be the year
I get **increased SSI, reportable
ROI and global adoption.**



Already in 2016, we've seen proof it's working

46%

of opportunities generated in
2016 by reps with Sales Nav
have been influenced by Social
Selling

Make 2017 Your Year



Institutionalize

Institutionalize
Social Selling into
your Sales
Process



Educate

Train your team
over and over
again



Own It

Allow your
sellers to make
Social their own



Remember it's a journey,
have patience.

Diane Demeester



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