

# Sales Engagement

Drives activity, accomplishments and results

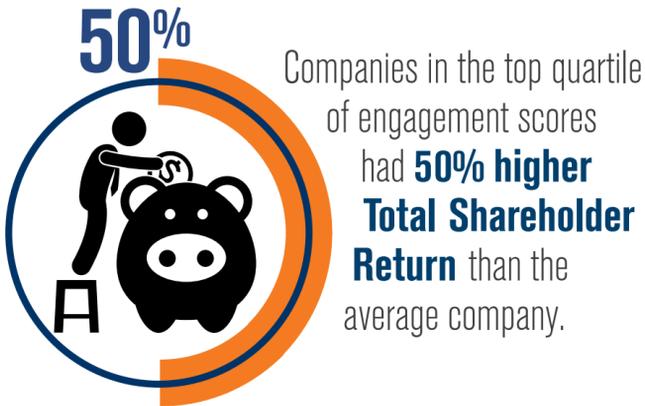


Sales engagement is what happens when companies win over the hearts (emotional bond) and minds of their salespeople in ways that lead to extraordinary effort and positive financial results.

**Sales engagement is a powerful predictive indicator of key business outcomes, including:**

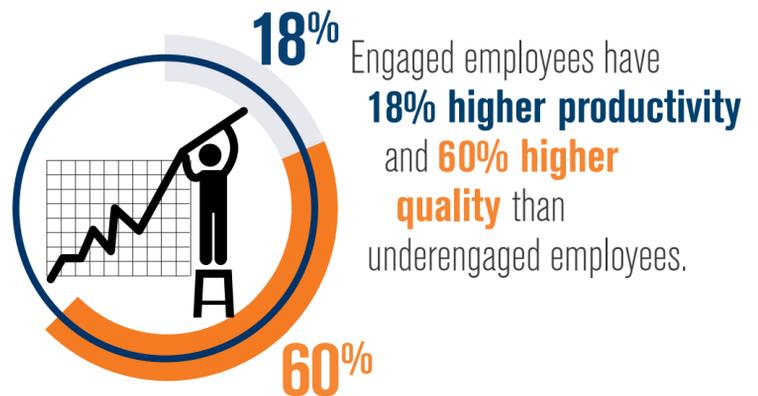
## Profitability

Source: Aon Hewitt



## Productivity

Source: Insync Surveys



## Customer Loyalty

Source: The Challenger Sale



## Customer Satisfaction

Source: Vance



## Leadership

Source: BI WORLDWIDE New Rules of Engagement Survey



## Goal Setting

Source: BI WORLDWIDE New Rules of Engagement Survey, GoalQuest® Data



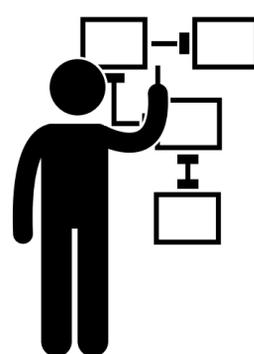
## Retention

Source: Dr. Brad Shuck



## Roadmap to Sales Engagement

Source: BI WORLDWIDE



1. Segment your audience
2. Involve leaders
3. Communicate process
4. Make rewards meaningful
5. Change things up
6. Keep it simple