

SALES KICK OFF 2023

Iberia, LatAm & AfricaPT Immersion

SKO Welcome: Vision & Objectives



Santiago Solanas
CEO Cegid Iberia, Latam & AfricaPT



**SALES
KICK-OFF
2023**



Nicolas Lihou

Sales Learning & Enablement, and
Channel Marketing Director



**SALES
KICK-OFF
2023**



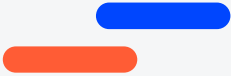
The end of the B2B Sales Reps?

Major changes in Sales & Marketing



Is it the end of the B2B Sales Reps?

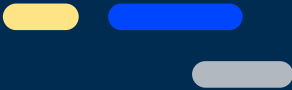




Only
15%

of B-to-B buyers feel their meetings with salespeople are valuable.

FORRESTER



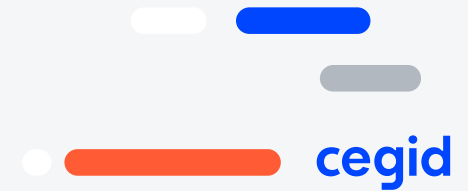
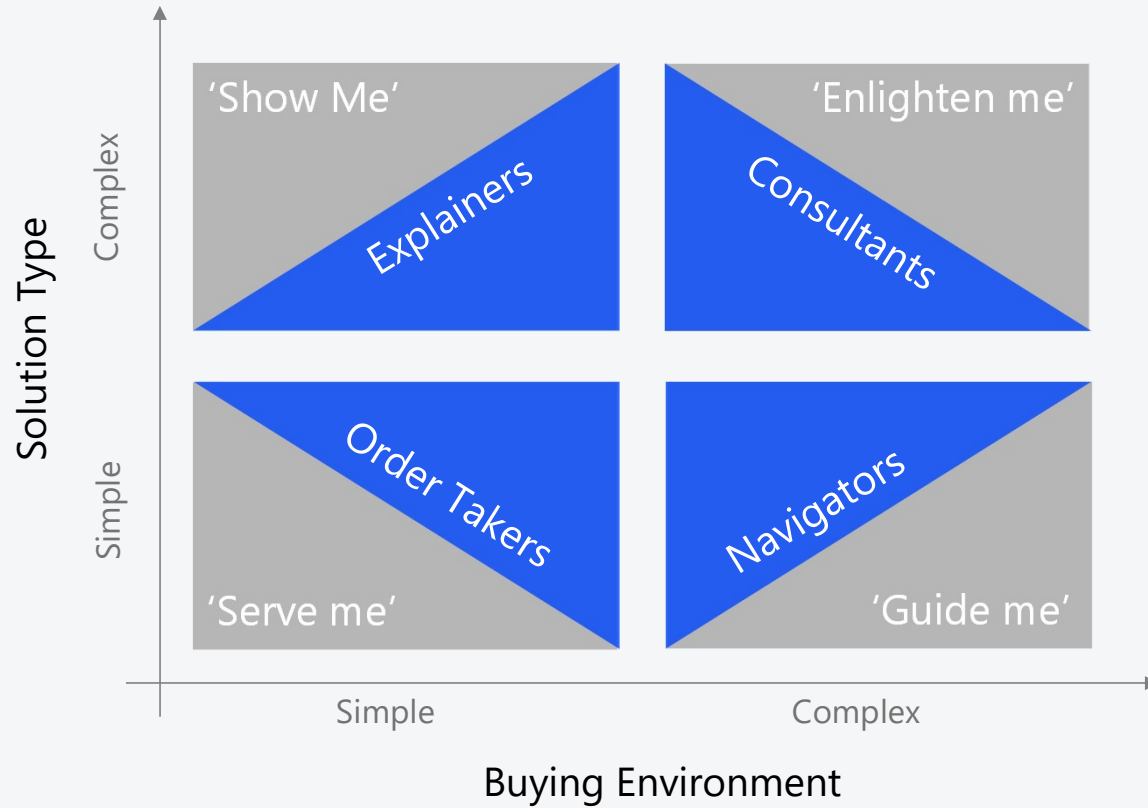
I'M NOT SAYING I BELIEVE IN GLOBAL WARMING, BUT HAVE YOU NOTICED IT'S GETTING HARDER TO MAKE COLD CALLS?



Only 23% of sales reps had enough pipeline to meet their quotas.

Selling Associates study - 2020

« Death of a (B2B) SalesMan »





Most people will avoid talking to salespeople

The web has given the perfect tool to delay this and, in some cases, avoid altogether



COVID has changed...

Our markets...



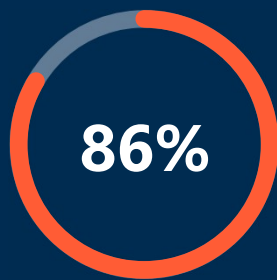
And the way we work...



Source : [Marketoonist.com](https://www.marketoonist.com)

Channel preferences have changed

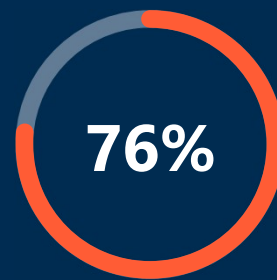
What is your preferred way to interact with a salesperson?



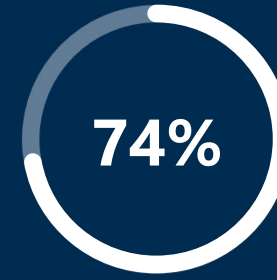
Virtual meeting



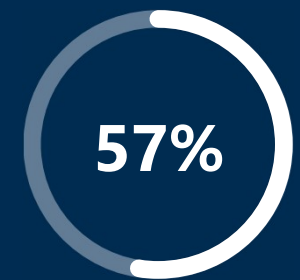
Phone



In-Person



Email



Direct message

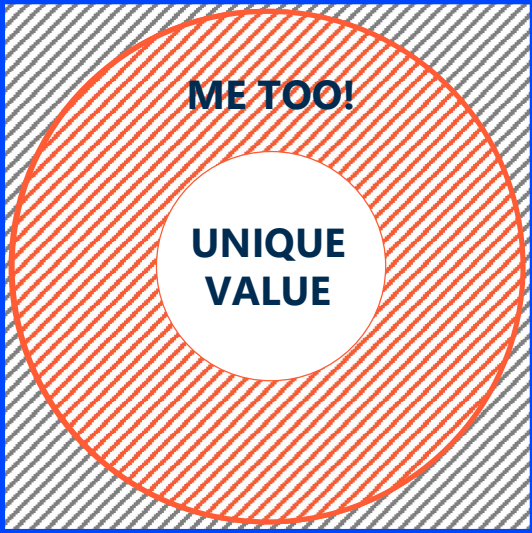
*Base: 212 B2B directors+ that influence purchasing decisions across North America and UK organizations in various industries
Source: A commissioned study conducted by Forrester Consulting on behalf of Outreach, April 2022*





The importance of a clear Value Proposition





Customers



VALUE

Cegid Proposal





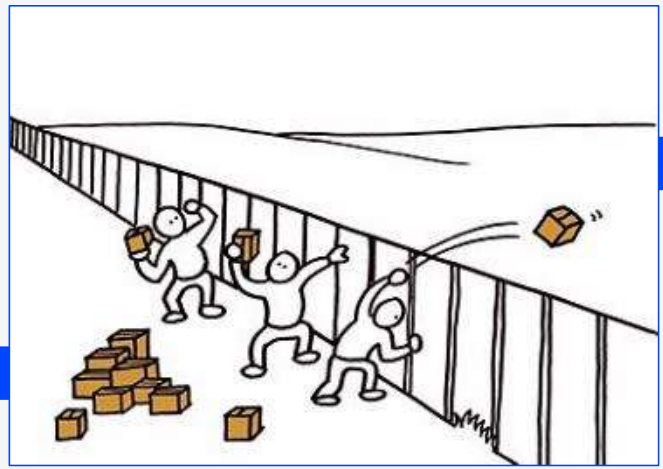
Marketing & Sales
must be totally **aligned** to
support and promote this
Value and create a **unique**
and **memorable customer**
experience.



But usually, we see this...



Which may produce this.



Sales

Marketing



M A R K E T I N G

Marketing & Sales alignment

Value Prop.
Cegid Products

Brand Reputation



MQL
Marketing Qualified Lead

BRAND AWARENESS

AWARENESS

INFORMATION GATHERING

EVALUATION

SELECTION

S a l e s

Target Accounts

Target Personas

Engagement

Discover Needs

Proposal

Closing

Where

Who

What

How

Presente

Manage

What is Sales Enablement ?

"Technology, processes, and content that equip all client-facing employees with the ability to consistently and systematically have a valuable conversation with the right set of customer stakeholders at each stage of the customer's buying cycle to optimize the return of investment of the selling system."

FORRESTER



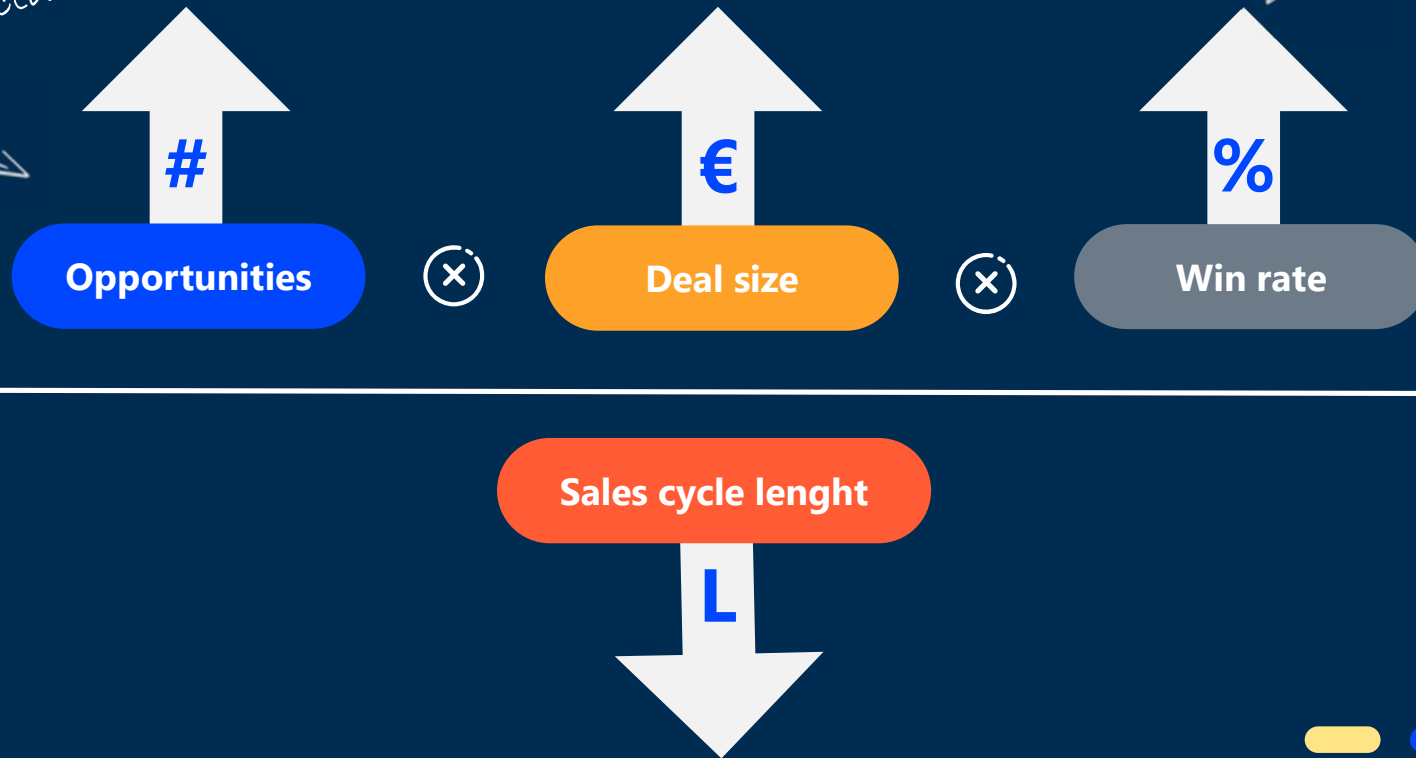
ROI – Sales Velocity

*Expected Pipeline
X3 versus Objective*

*Which means a
win rate à 33%...*

Objectives

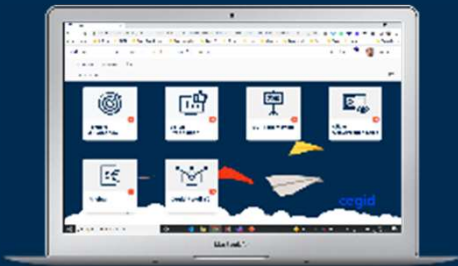
- In quantity
- In value



Sales Enablement at a glance

Sales Resources

Showpad
Your Digital Briefcase



Advanced Tools

Cegid City



Sales Programs

Volume - SDR

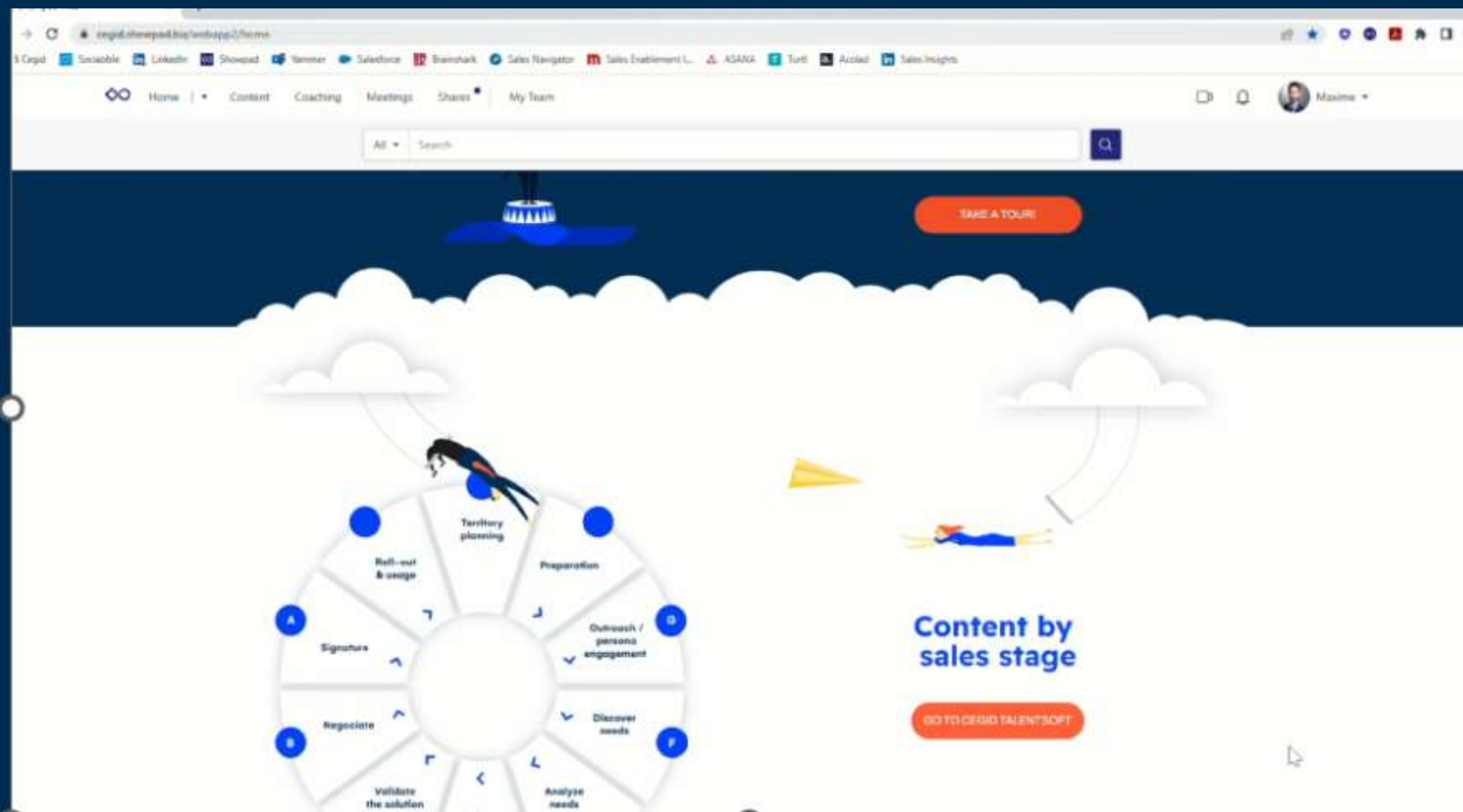


Value - Social selling



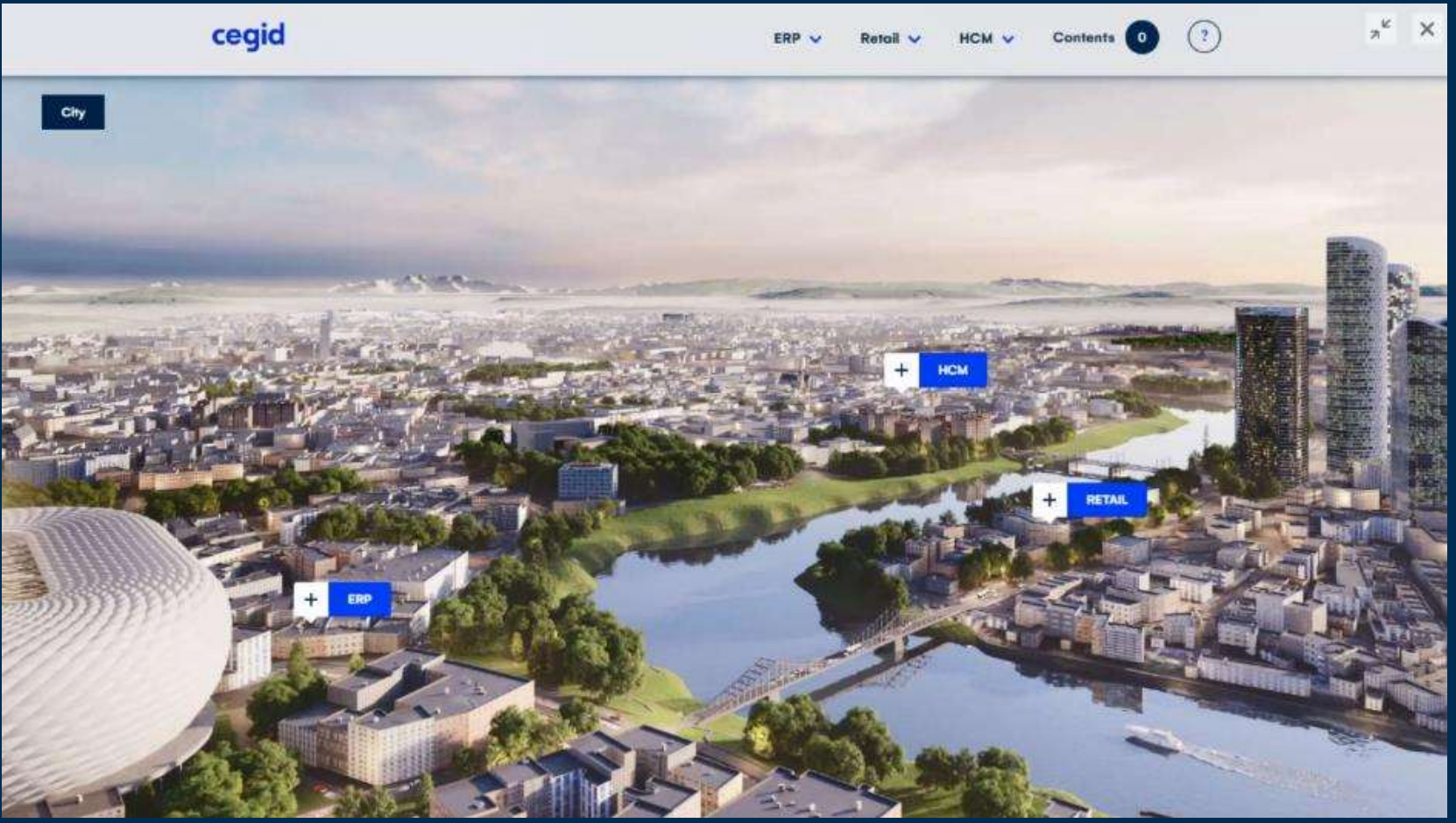
Sales Animations





Showpad – Your Digital Briefcase

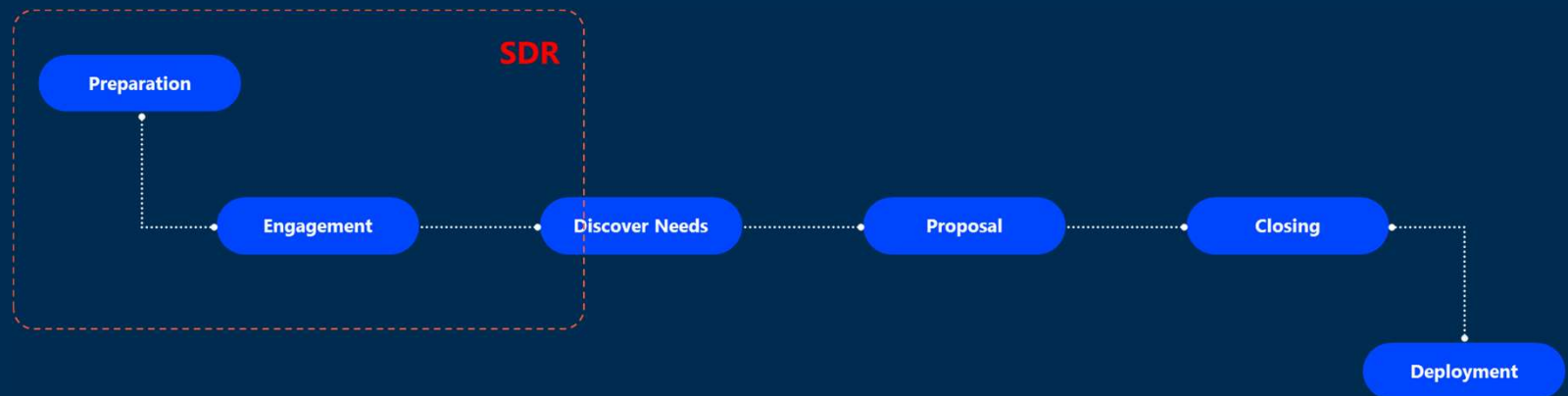




Cegid City



Sales Development Representatives generate leads, solicit new potential customers, and connect these customers with the right salesperson.



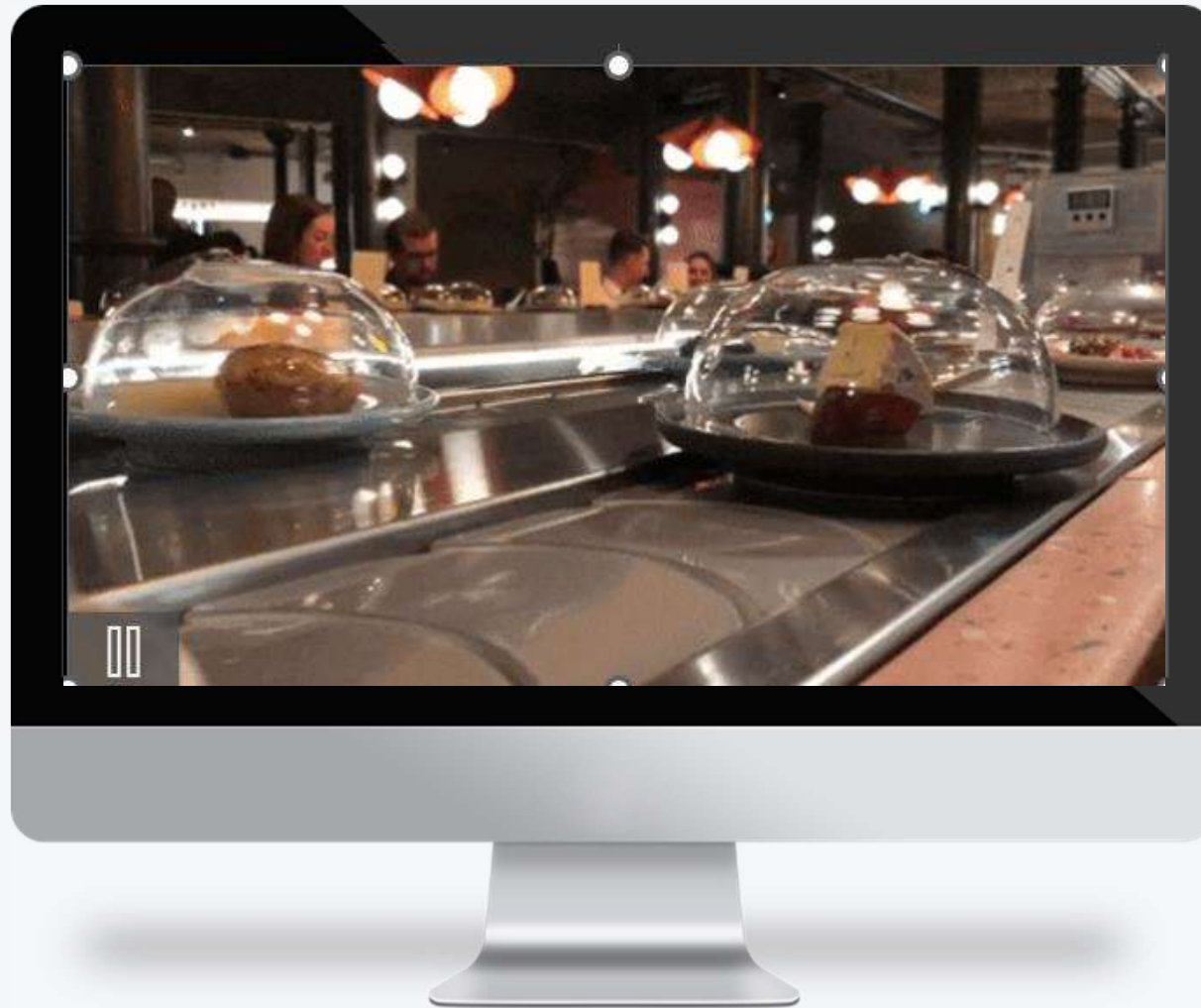
SDR – the modern Sales prospecting





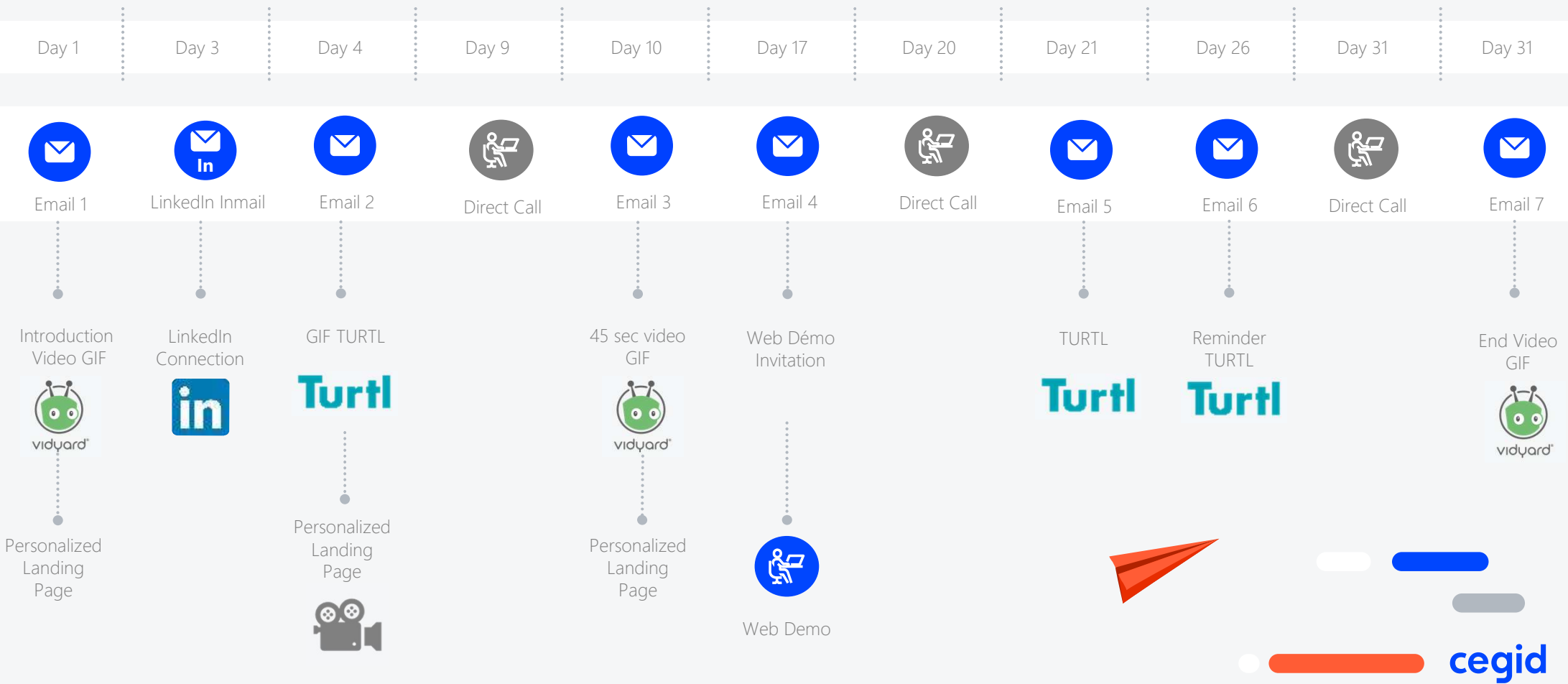
Sales Development Rep activity

It's like a carousel at a Japanese restaurant !



What a sequence looks like.

Core sequence – 10 Touch points / 37 days



Received these kind of e-mails ?

Hey Valerie,

This must be you when my emails come in:



All jokes aside, I thought I'd follow up on my previous emails with a different approach to capture your attention!

Since the Ceros platform is all about empowering you to flex your creative muscles, I thought I'd write a poem – here goes nothing!

*"B2B marketing is boring"
Well, it doesn't have to be.
But static PDFs are boring,
Mostly lacking in pizzazz and creativity.
Not to mention a lack of integrations,
animations, analytics and interactivity.*

If you could create something less boring,

[EXTERNAL] Nicolas & conversions



Henry Burns <henry.burns@ceros.com>

À Nicolas Lihou

↳ Répondre

↳ Répondre à tous

→ Transférer



lun. 06/06/2022 15:25

i Vous avez transféré ce message le 06/06/2022 18:11.

Cliquez ici pour télécharger des images. Pour protéger la confidentialité, Outlook a empêché le téléchargement automatique de certaines images dans ce message.



Just kidding, Nicolas :)

Hope that gave you a laugh! Any chance you have some time next week for a quick chat? These calls are purely informative, just so you can get a feel of the platform and see if it's worth continuing conversations

All the best,
Henry

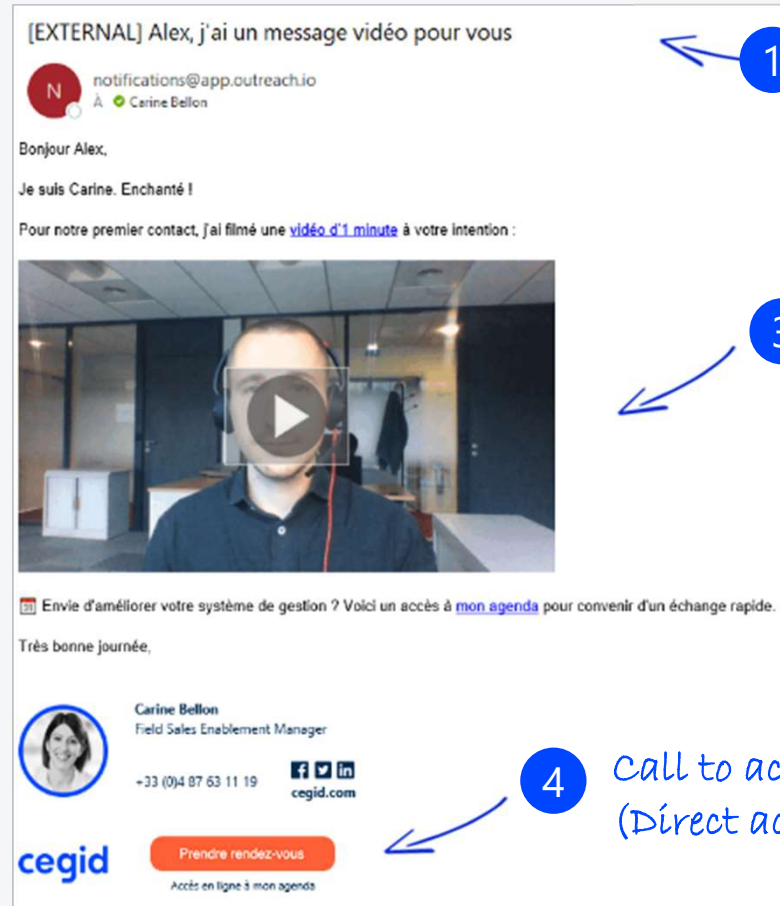
Henry Burns

Sales Development Representative
07958101472 | henry.burns@ceros.com

If experiential content isn't for you and you no longer wish to hear from us, [click here](#) to let me know.

Impactful communication

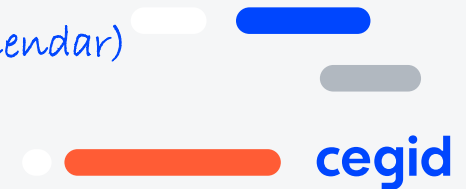
2 Short e-mails



1 Object of the e-mail
(Attention grabber)

3 video
(Short / Personalized / GIF)

4 Call to action
(Direct access to online calendar)





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Home Page | The Sales Show | 100% Sales Enablement | FIFA Card | 110% CPA | FR | EN | ES

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SALESFLIX

The dedicated platform for the Cegid Sales

SALES KICK OFF 2022

SALESFLIX TV SHOW

2022

Sales Kick off

Play

THE SALES SHOW

Season 1 - Season 2

The Sales Show

Play

100% SALES ENABLEMENT

Season 1

100% Sales Enablement

Play

110% POUR CENT CPA

Season 1

110% CPA

Play



Animation Vente: 100% Sales Enablement

SALESFLIX



Remote Selling

Episode 1
Oct 2021

Guest
Frederic **Doazan**



Social Selling

Episode 2
Nov 2021

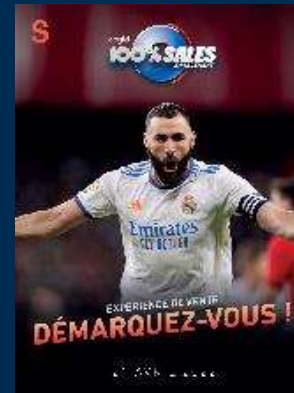
Guest
Myriam **Nessali**



Cross-Selling

Episode 3
Mar 2022

Guests
Marc **Bruzzo**
Mathieu **Pawlak**



Experience Selling

Episode 4
Apr 2022

Guest
Nicolas **Lihou**



Sales Prospecting

Episode 5
May 2022

Guests
Giorgio **Alessi-Mansour**
Amanda **Santos**
Valentin **Chardon**



Demo Selling

Episode 6
Jun 2022

Guests
Norbert **Jamet**
Claude-Emmanuel
Chapelan

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We took the exemple of the FIFA cards

90
ST



MBAPPÉ

96 PAC	91 DRI
86 SHO	39 DEF
78 PAS	76 PHY

92
LW



RAPINOE

80 PAC	92 DRI
86 SHO	52 DEF
93 PAS	71 PHY

85
RW



MAHREZ

83 PAC	90 DRI
79 SHO	38 DEF
81 PAS	59 PHY

91
CDM



HENRY

74 PAC	80 DRI
75 SHO	89 DEF
80 PAS	90 PHY

...to illustrate the individual Sales velocity



Conclusion



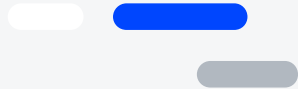
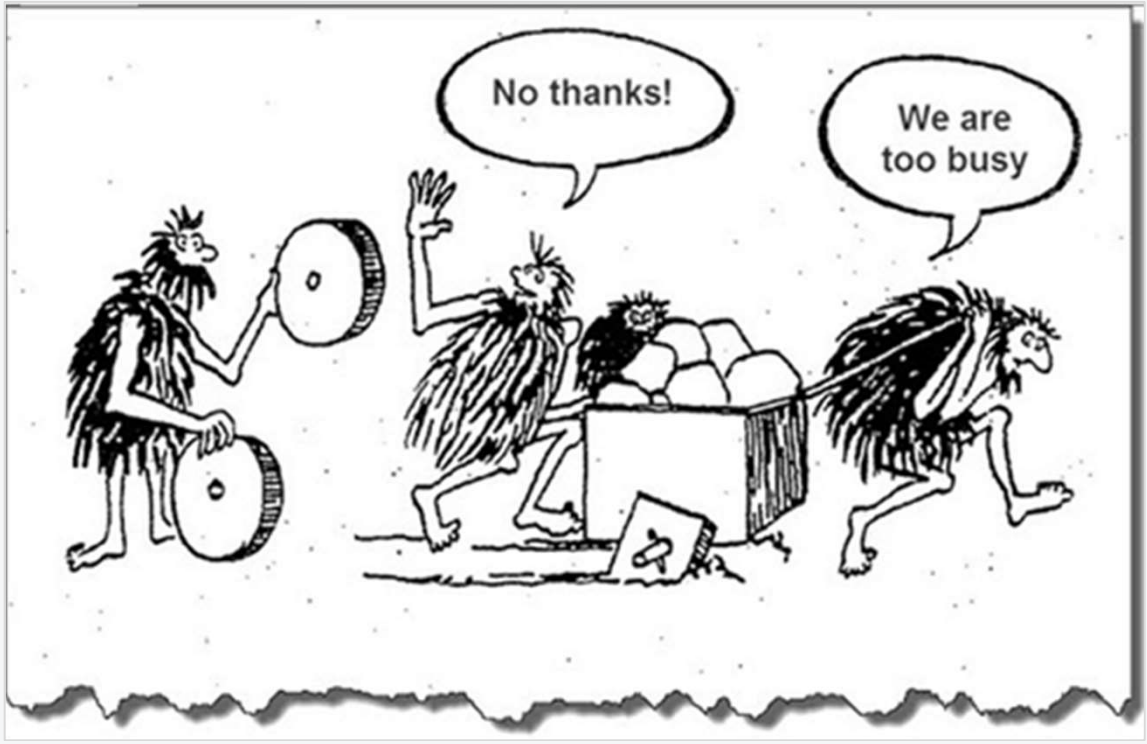
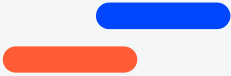
By 2025...



of B2B sales organizations will transition from **experience-and intuition-based selling** to **data driven selling**.

SOURCE: 4 Levers to Boost SDR Pipeline Generation, Gartner., April 22, 2021







Thanks

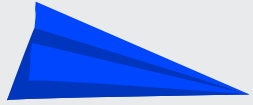


An aerial photograph of a city, likely Madrid, Spain, showing a mix of classical and modern architecture. The foreground features ornate, multi-story buildings with classical facades. In the background, a prominent modern skyscraper stands out against a blue sky with light clouds. The overall scene is bathed in the warm light of late afternoon or early morning.

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Cegid Iberia, LatAm & AfricaPT

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Martin Fairn
CEO at Gazing



Alejandro Argüelles
Read2Blue Director of Coach &
Partner Development at Gazing



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Performance under pressure



cegid

A photograph of two women in an office environment. The woman on the left has short white hair and is wearing a dark blue jacket. She is pointing with a pen at a document held by the woman on the right. The woman on the right has long dark hair, wears glasses and a black leather jacket over an orange top. She is smiling and looking at the document. In front of them is a desk with a laptop and some papers. The background is a blurred office space with glass partitions.

Who are Gazing

We help people
perform under pressure
and get better at what they do.

Who are Gazing

Gazing concepts have been delivered to people in a **range of sectors** including Business, Sport, Education, Healthcare, Military & Police.



ASCENTIAL

D2L



Knoll



opentext

sage



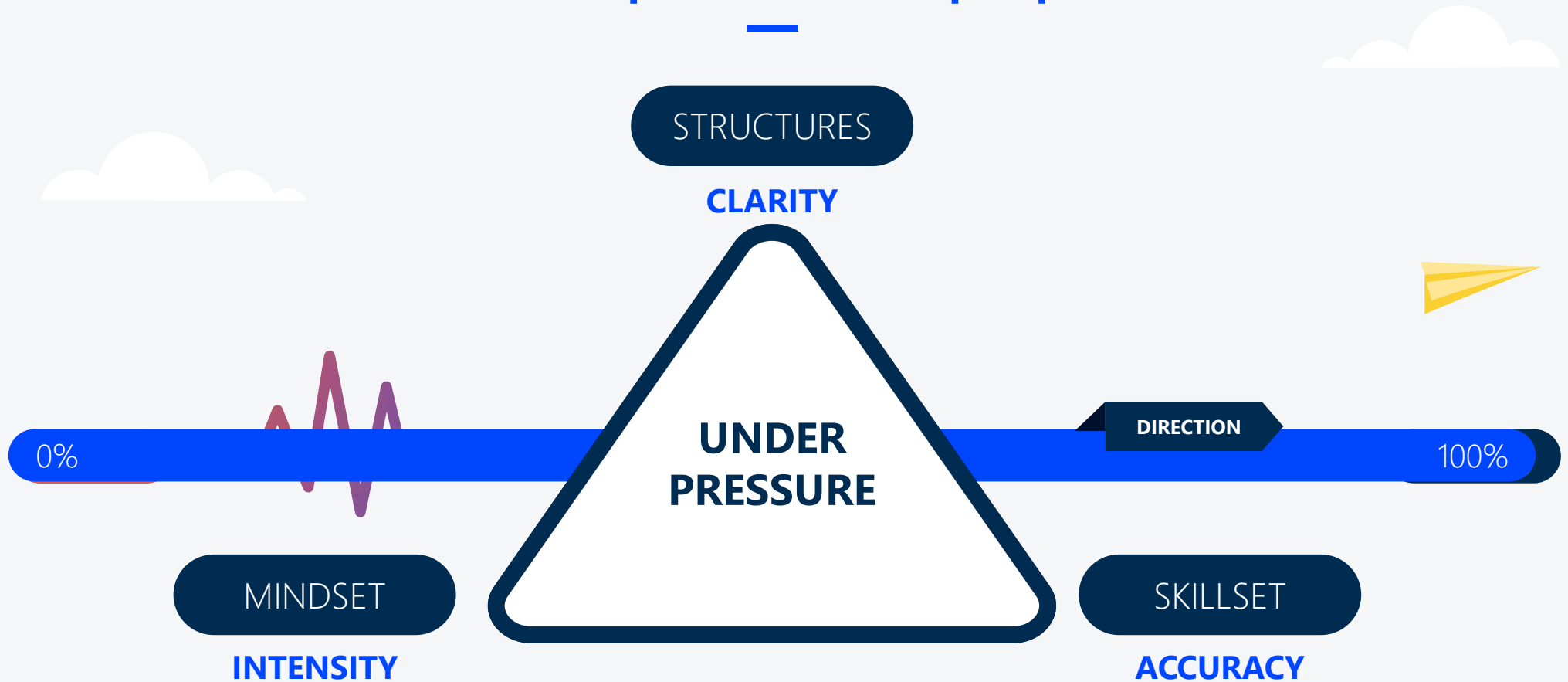
xerox

Cegid Context

Expectation to perform & grow

- Wide range of markets, cultures, geographies
- Range of businesses integrated under Cegid
- Balance between value of Cegid and specific value of each business
- Extended portfolio

Mindset and performance: a perspective



Where do you think you are?

Predictable sources of pressure

Adaptation to change

- Adopting a new enterprise culture
- Corporate initiatives

Diversity of regions

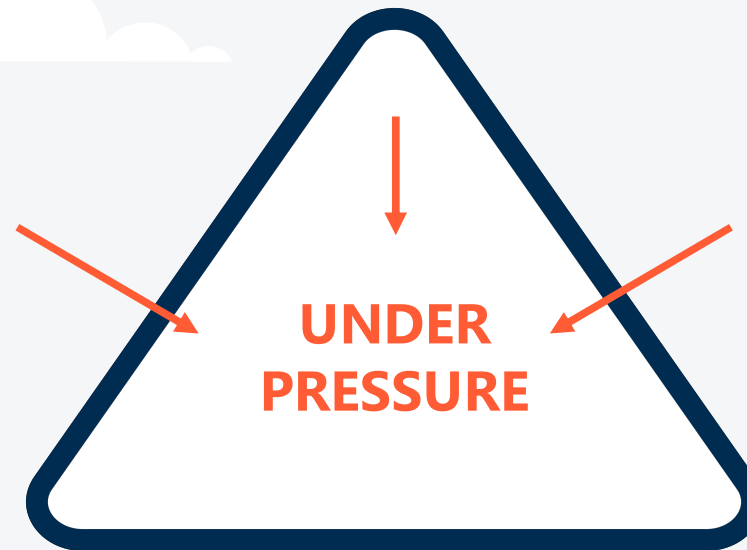
- Different pressures from the various regions (Spain, Portugal, LATAM, Africa PT)
- Competition and market diversity

Size of accounts

- Very small businesses to large enterprise
- Diversity of roles

No common language / method

- Inconsistency of customer engagement approaches
- Various levels of skills



Where does your pressure come from?

Exercise

Make a list of things that contribute to a "bad day in the office" or that significantly put you under pressure.

Don't feel restricted by work issues alone. Please include anything you feel negatively impacts on the performance of either you or your team.



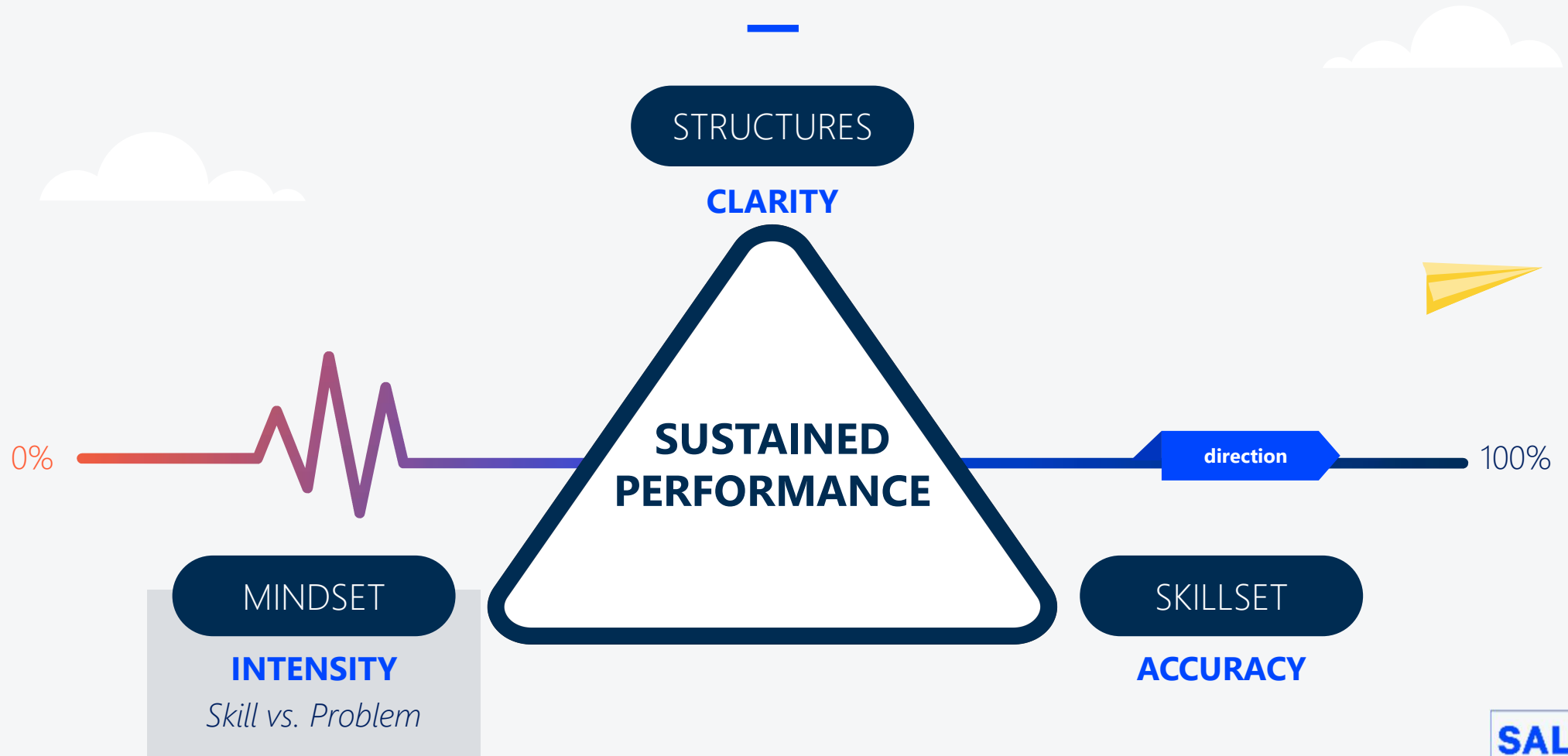
VIDEO AIRPLANE ACCIDENT HUDSON RIVER

A photograph of an older man with a mustache, wearing a white pilot's uniform and a striped tie, sitting in the cockpit of an airplane. He is looking towards the camera with a slight smile. The cockpit is filled with various instruments and screens, and the lighting is dim, suggesting it might be nighttime or in a low-light environment. The text "Lucky Landing?" is overlaid on the right side of the image.

Lucky Landing?

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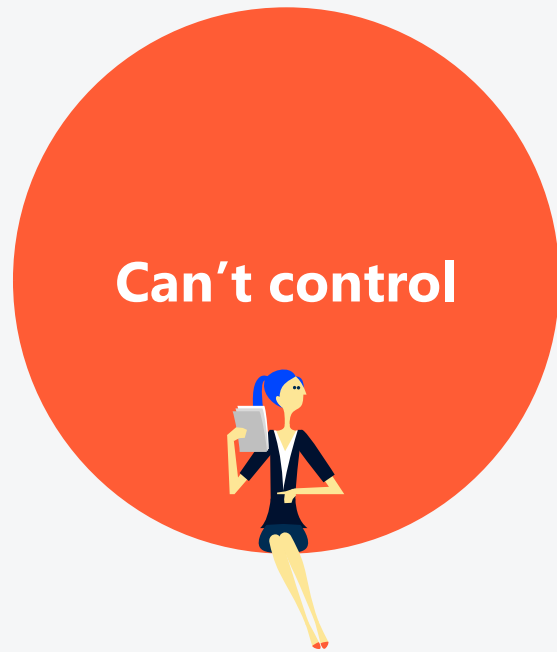
Performance Under Pressure



Where our attention
goes...energy follows.
Therefore, the **prime issue**
is control of attention.



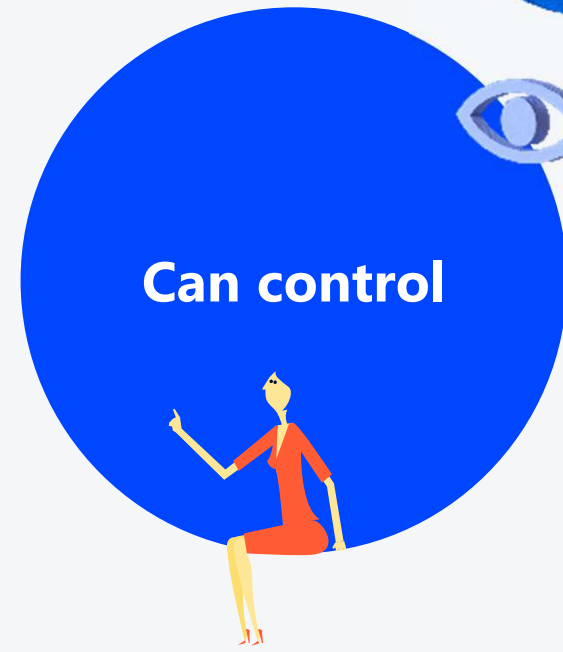
What is the skill?



Recognise



Accept



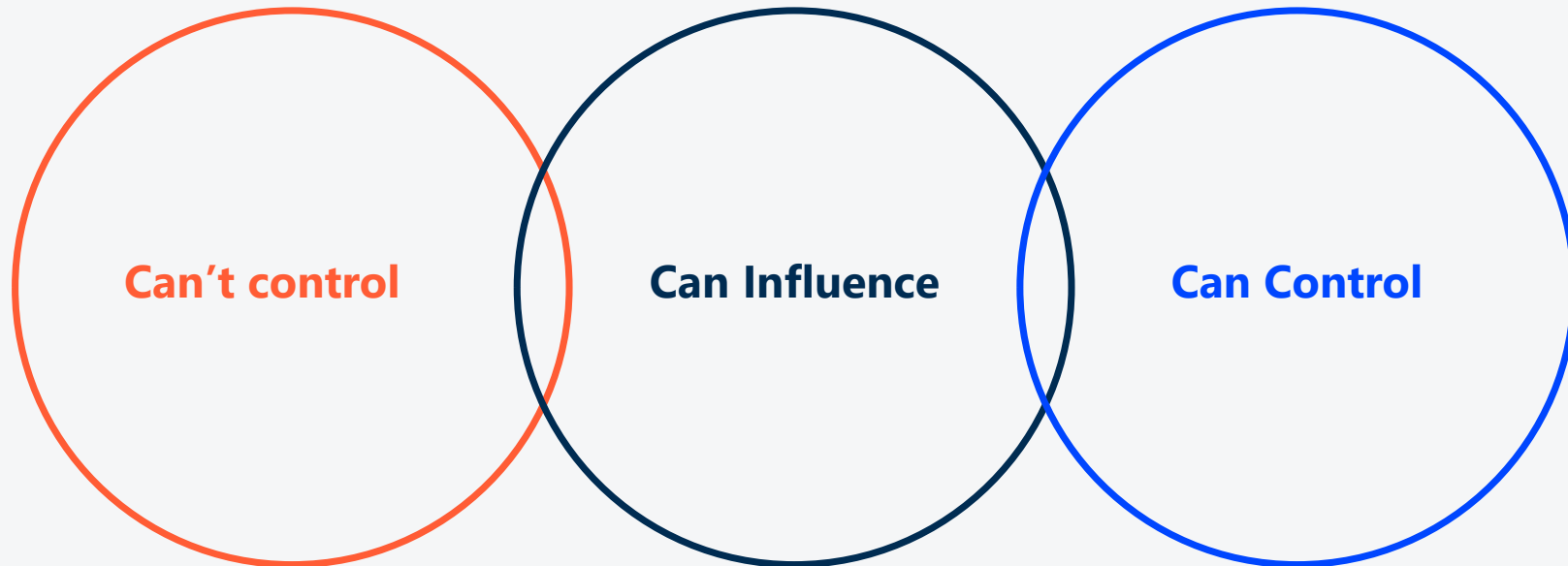
Choose

Can Control / Can't control

Exercise

Go back to your 'bad day' list.

1. In the right-hand circle, write in what you have control over.
2. In the left-hand circle, write in what you don't have control over
3. Reflect on what happens when your attention stays on what you don't have control over. How does having clarity around this help?
4. In the middle circle, write down what you can influence. Reflect on how you might do this.



Control of attention

RED2BLUE

Disconnect

DIVERTED

Fixated

Past / Future
Loop

Doubt • Dialogue

Connect

ON TASK

Reset

Overview
Specific useful focus

Trust • Stillness

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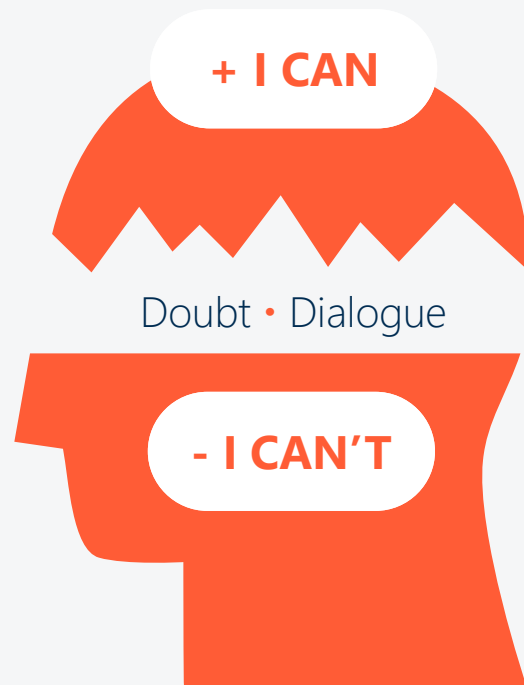
Red2Blue Performance

Disconnect

Overwhelm

Past / Future
Diverted

- A**GGRESSIVE
- P**ASSIVE
- E**SCAPE



Connect

Concentration

In the present
On task

- A**WARE
- C**LEAR
- T**ASK

Recognise> Accept> Choose

Releasing attention

Exercise



Awareness • Acceptance • Letting go



Body Check Ritual

When you start to become aware of yourself slipping into the 'Red'

1. **Do something physical** – e.g. holding the wrist, brushing hands, stamping foot. The action will be largely dependent on the context and situation you're operating in.
2. Place your **attention on something external**. Notice its shape, texture. Notice the space around it.
3. Choose the **next task**.

The background of the slide is a photograph of a person's lower legs and feet. They are wearing blue denim jeans with the cuffs rolled up and white high-top sneakers with white laces. The person is standing on a light-colored, textured surface like concrete. The overall image has a blue color overlay.

Grounding

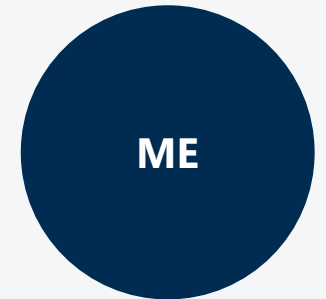
When you start to become aware of yourself slipping into the 'Red'

1. Place your tongue on the bottom of your mouth.
2. Feel the ground under your feet.
3. Feel your stomach move in and out as you breath. Count your breaths.
4. Hold the first two fingers of your left hand (optional).

Everyone is vulnerable

Accept the discomfort

Deliberately Choose





Blue head?

• • •

Denial

"This can't be happening"

• • •

Disbelief

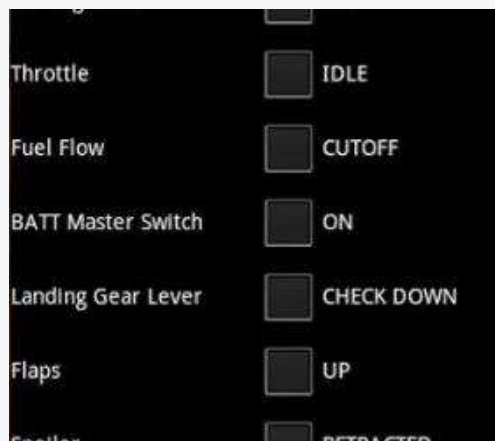
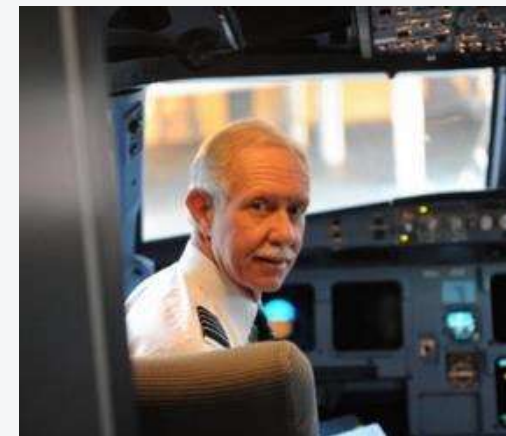
"This doesn't happen to ME"

• • •

Realisation

"This flight probably will not end on a runway with the aircraft undamaged"

The Gazing Principle





Attention on what in Cegid?

1. 'Blue head' is about deliberate focus of attention.
2. Our tasks needs to be clear.
3. Under pressure clarity comes from stepping back to take overview
4. We need to have clear structures to refine our skills and focus and enjoy what we can control.

Staying focused when it matters



Attention is a skill...

Moving from Red2Blue is a skill

that can be broken down...

The skill involves recognizing, accepting and choosing between what you can and can't control

and practiced...

The more you practice the skill, the more likely you'll be able to change your response to situations that divert you

to walk towards pressure.

This means you'll be resilient under pressure

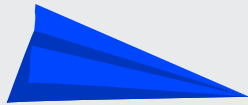




**Pressure
drives performance**

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Santiago Solanas
CEO Cegid Iberia, Latam & AfricaPT



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Control of Attention

A skill to be reinforced

ZOOM OUT

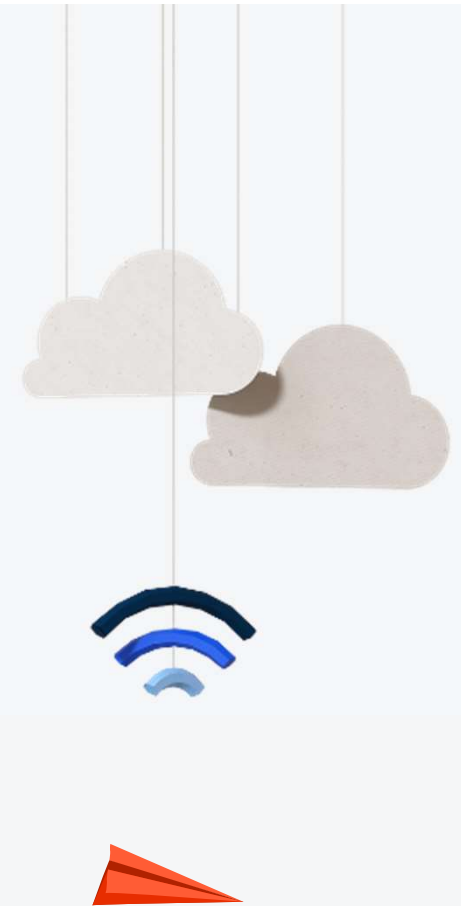
Stepping back to gain insight
Overview of the situation

ZOOM IN

Being in the moment and
focus on what matters



**Slow is Smooth...
... Smooth is Fast**





Thank you!



 [@gazingtraining](#)

 [Gazing Performance](#)

 [Gazing Limited](#)

 [gazingtraining](#)



An aerial view of a city, likely Madrid, showing a mix of classical architecture and a modern skyscraper. The sky is blue with light clouds. The text 'SALES KICK OFF 2023' is overlaid in large blue letters on the left side.

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Cegid Forward 2023



Enrique Sala Pascual
Business Developer Partners and
alliances



SALES
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2023

Crea Tu Propia Historia

**SALES
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2023**



**Imagina el
futuro...Estamos
en 2024**

**SALES
KICK-OFF
2023**



**Queremos que
nos contéis cómo
ha sido 2023 en
Cegid.**

**SALES
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2023**

Reglas para hacer el video:

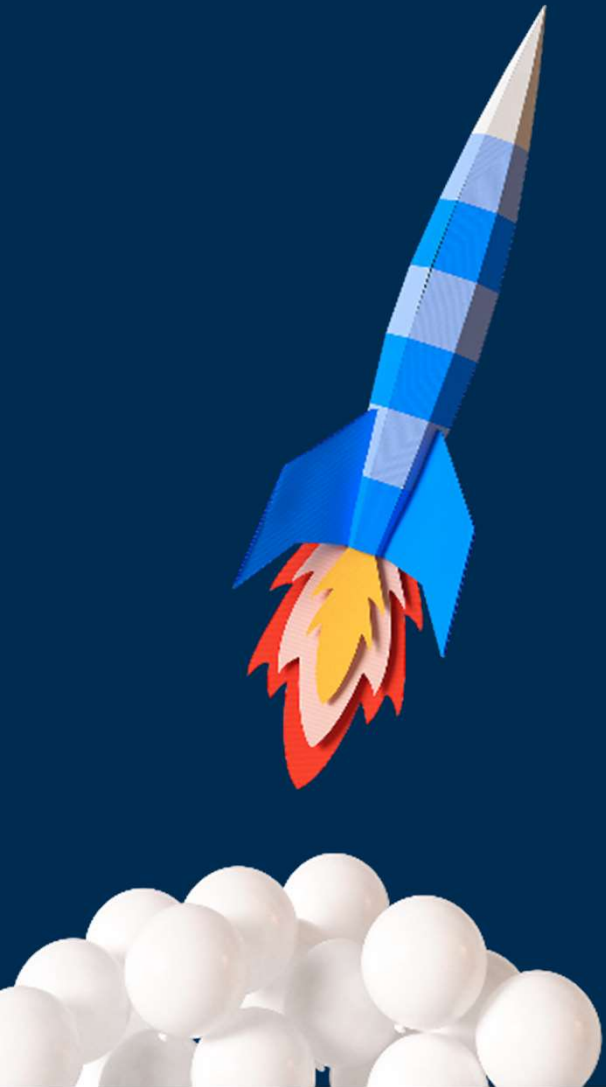
1 minuto duración **MÁXIMA**.

Tenéis **30 minutos** para prepararlo.

Cuando lo tengáis listo, **AVISADNOS** para grabarlo en nuestro plató.

Sed **MUY ORIGINALES**.

ONE CEGID



**SALES
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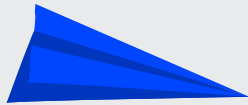
An aerial photograph of a city, likely Madrid, showing a mix of classical European architecture and a prominent modern skyscraper in the distance. The sky is blue with light clouds, and the sun is low, creating a warm glow. The foreground shows a street with cars and a building with a 'METRO' sign.

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Predictable sources of pressure

Adaptation to change

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Diversity of regions

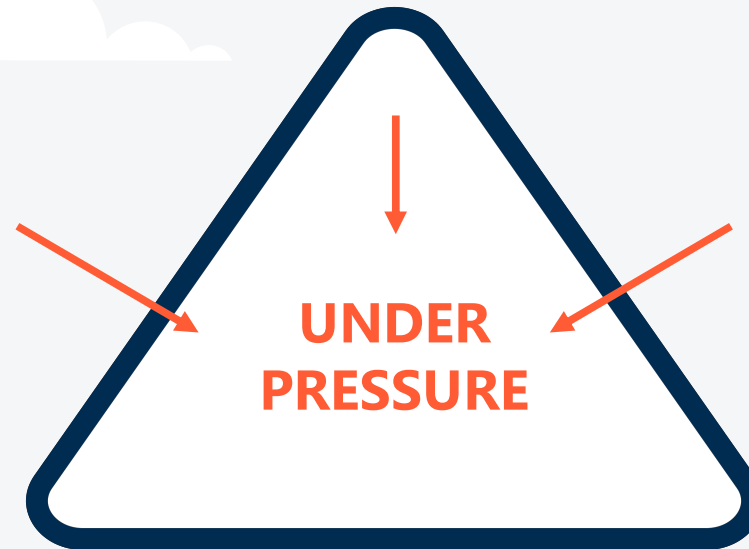
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Selección fotos del Photocall

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LAS FINALISTAS SON...

**SALES
KICK-OFF
2023**



**SALES
KICK-OFF
2023**

Y LA GANADORA ES...

**SALES
KICK-OFF
2023**



**SALES
KICK-OFF
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An aerial view of a city, likely Madrid, showing a mix of classical architecture and a modern skyscraper. The sky is blue with light clouds. The text 'SALES KICK OFF 2023' is overlaid in large blue letters on the left side.

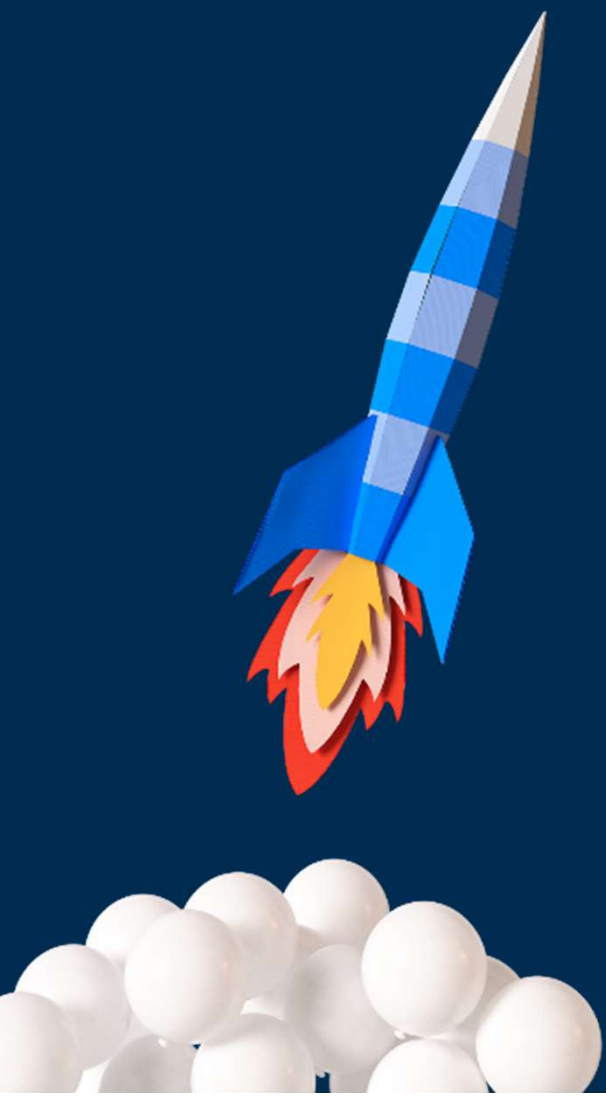
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**SALES
KICK-OFF
2023**

President's club 2022





VIDEO PRESIDENTS CLUB

**SALES
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SKO Welcome: Vision & Objectives



Esther González
Account Manager Cegid Visualtime



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2023**

An aerial view of a city, likely Madrid, showing a mix of classical architecture and a modern skyscraper. The sky is blue with light clouds. The text 'SALES KICK OFF 2023' is overlaid in large blue letters on the left side.

SALES KICK OFF 2023

Cegid Iberia, LatAm & AfricaPT

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