



Changing the Game with Digital Engagement



Special Edition Series of

Coffee Break with Game-Changers

with your host **Bonnie D. Graham**

Presented by

Changing the Game with Digital Engagement, Presented by SAP
Tuesday at 7 AM Pacific /10 AM Eastern
February 11th 2020: B2B Customer Experience 2020: Digital Sellers Evolve To Meet Customer Demand

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The buzz: "Does your content lead readers on a journey, or does it merely stuff them as leads into a pipeline?" (Ann Handley, MarketingProfs). 2020 has always sounded far off in the future. It's here! Your customers and prospects know more and expect more, the bar will be set higher and new priorities will emerge. What businesses will win in the 2020's? The most forward-thinking companies that consciously and deliberately anticipate customers' future needs and devise smart, reliable strategies to deliver. The experts speak. Kirsten Boileau, SAP: "Some things cannot be taught; they must be expe

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Featured Guests

Guest Image

Kirsten Boileau

In her role as Global Head of Digital Transformation Enablement, Kirsten Boileau is focused on the development and implementation of training and enablement programs that drive better digital experiences for SAP's customers.

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Mark Hunter

Mark Hunter, "The Sales Hunter" is recognized as one of the top 50 influential sales experts. His newest book, A Mind For Sales releases in March, 2020.

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Nicholas Lagersten

Nicholas Lagersten, or Nicho as people call him, is the rebellious sales rep that always has gone his own way. Now Nicholas runs his own consultant company, Digiteyes. They specialize in Social Selling workflows and processes and also traditional sales training.

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