



The Customer Edge



Special Edition Series of

Coffee Break with Game-Changers

with your host **Bonnie D. Graham**



The Customer Edge with Game Changers, Presented by SAP
Wednesday at 12 Noon Pacific
December 10th 2014: Next Gen Sales – Winning with Insights

The buzz: Selling

The selling process has changed. Before interacting with your sales team, prospects have completed nearly 60% of their purchasing decision. Your challenge: deliver greater value throughout every step of the buying journey so they choose you. But how? Successful companies are taking advantage of insightful selling techniques to win and retain the right customers.

The experts speak.

Britton Manasco, Visible Impact: "Everything we see hides another thing. We always want to see what is hidden by what we see." (Rene Magritte).

Heidi Tuck

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Wednesday at 12 Noon Pacific Time
on VoiceAmerica Business Channel

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Featured Guests



Britton Manasco

Britton Manasco is president and co-founder of Visible Impact, which specializes in strategic messaging and sales enablement solutions that build business credibility, generate demand, and sharpen sales conversations. He is writing a book on the strategic impact of virtual and remote selling with co-author Anneke Seley. As a messaging consultant, he has worked with companies in technology, energy, financial services, and the life sciences. Current clients include: Cisco; Dell; Sungard; Accenture; Corporate Visions; and expansion-stage firms. Prior to Visible Impact, Britton was a consultant for Prime Resource Group (sales performance consulting for companies engaged in a complex sale).

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Heidi Tucker

Heidi Tucker is Vice President of Global Alliances at InsideView, the leading Sales Intelligence application. She is responsible for managing strategic alliances and channel distribution through CRM brands, sales effectiveness consulting partners, and marketing automation partners. Heidi's career spans more than 20 years leading marketing, sales, and business development. Prior to joining InsideView, Heidi was VP, Business Development at Hoover's (a D&B Company), SVP of Enterprise Sales at First Research, SVP of Business Marketing at Bank of America, and VP of Marketing for Courtlink Corporation (now part of Lexis-Nexis).

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Shalini Mitha

Shalini Mitha, Director, Global Solutions Marketing at SAP, is responsible for the creation and communication of messaging and positioning for the SAP solutions for the Sales lines of business. She focuses on developing marketing content and solution strategy aimed to help sales organizations successfully engage and win their customers. As a seasoned enterprise software professional, Shalini has held various product and solution marketing roles for more than a decade. Prior to SAP, Shalini held positions driving product strategy at companies such as Apple, Adobe (Macromedia), and IBM. She is also the mother of two, a UCLA Bruin, kick-boxer, family photographer, and Girl Scout Leader.

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