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## Changing the Game with Digital Selling, Presented by SAP

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Tuesday at 7 AM Pacific

June 20th 2017: B2B Customer Experience 2020: The Role of Social Selling

The buzz: "The existing culture of traditional B2B companies is not entirely conducive to online procurement experiences ... [yet] B2B e-commerce sales in the US will soar as high as \$1.1 trillion by 2019" [Evan Klein]. Today's digital buyer expects to be a dynamic part of the sales process, not just a passive receiver of information. According to a Walker study, customer experience will overtake price and product as the key brand differentiator. Can Social Selling help B2B solutions sellers enhance their customers' experience throughout the sales cycle? The experts speak. Firdaus Shariff, SAP

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### Featured Guests

Guest Image

#### Firdaus Shariff

Firdaus Shariff is SAP's Vice President of Global Marketing, running Demand Programs and Engagement initiatives. She is a member of the Global Experiential Marketing and Strategic Programs Leadership team. With SAP since 2011, she most recently held the joint roles of Head of Marketing for EMEA South and Marketing Director for MENA. Firdaus is responsible for digital demand generation initiatives that create and accelerate pipeline and revenue contribution to the business. Her team drives the content portfolio for a true "Always-on" customer experience, manages the acclaimed Social Selling program and works in collaboration with all relevant teams across SAP on a digital-first approach. [Fi](#)

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#### Evan Kirstel

As a top B2B IT influencer with 125K Twitter followers @evankirstel, Evan Kirstel helps clients massively grow their online audience and leverage social media as a B2B sales networking, lead generation and thought leadership tool. Evan has been named on the top 20 most mentioned and RTs by both CIOs and CMOs on Twitter and is a member of influencer programs at Huawei, Pitney Bowes, IBM, ANA, DellEMC and others. With 20+ years of sales, alliances and biz dev experience in the telecom and IT arena, Evan brings a unique perspective on opportunities in the Unified Communications & Collaboration segment, including deep knowledge of social, mobile, and the voice/video/web collaboration market an

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Guest Image

#### Kirsten Boileau

In her role as Global Head of Digital Selling at SAP, Kirsten Boileau is responsible for the dynamic collaborations and partnerships between sales and marketing that has made the SAP Digital Selling programs a global success. As a member of the Global Marketing team and 12-year veteran of SAP, Kirsten is an expert in digital sales and marketing, and leadership. Kirsten has deep expertise in personal branding, LinkedIn and LinkedIn Sales Navigator and is a founding member of the Sales Enablement Society.

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