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Keynote Topics & Outcomes

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The Experience Mindset: The Flywheel Of Growth

For years, many companies have operated under the illusion that positive customer satisfaction scores and moderately good growth rates were enough to conceal a lurking issue: the silent suffering of the employee experience (EX) in the relentless pursuit of customer experience (CX) perfection.

It's true; you can have good CX and a subpar EX and still manage to grow. You can even maintain a state of "good enough" for both EX and CX and eke out growth. But to truly soar, to break through the limits of the status quo, you must do more. You must enhance both in tandem, nurturing the symbiotic relationship between employee and customer experience, where both flourish and propel each other to new heights.

In this groundbreaking presentation, led by the renowned expert in sales, customer experience, and revenue growth, Tiffani Bova, you will discover how to unlock a new paradigm of growth from the inside out. Drawing from the insights encapsulated in her Wall Street Journal best-selling book, *The Experience Mindset*, and groundbreaking global research, Tiffani will guide you on the path to harmonizing these two essential dimensions.

Prepare for a transformative experience that will challenge the self-imposed tension between EX and CX, paving the way for a new, harmonious operating philosophy. As Tiffani reveals the blueprint for this convergence, you'll be equipped with actionable insights and invaluable guidance that transcends theory and moves into practical implementation.

This is your chance to defy convention, to revolutionize your organization, and to embark on a journey toward remarkable and exceptional experiences and growth. With Tiffani Bova as your guide, you're not just pushing boundaries; you're shattering them, forging a path that challenges the status quo and leads to a future where the fusion of EX and CX accelerates explosive growth.

You'll get actionable information and advice on how to put a new operating philosophy into action, including:

- ➔ How to identify and eliminate the unconscious tension between internal efforts focused on employees and customers that prevents organizations from leveraging both to create a flywheel of momentum.
- ➔ What are the biggest challenges identified by both employees and the C-Suite to company growth.
- ➔ What aspects of the employee experience have the greatest impact on customer experience?
- ➔ How companies can, will, and are designing effective people-centered growth strategies.
- ➔ Where to begin to maximize organizational efficiency across people, process, technology and culture [PPTC] in a more balanced and intentional way.

Revolutionizing Sales: Shaping Tomorrow's Success

In a world where traditional sales tactics have lost their shine, the time for embracing cutting-edge technologies including AI, machine learning, and predictive analytics has arrived. These innovations hold the power to supercharge pipeline velocity, enhance quota attainment, and forge stronger customer connections. Those who seize the potential of these tools not only outshine their competitors but also raise the bar for what success means.

Enter Tiffani Bova, the unrivaled authority on sales and customer experience for the past three decades. Bova advocates transformation isn't solely about technology—it's a profound shift in mindset. It's about kindling a passion for delivering exceptional seller experiences, nurturing leadership grounded in growth, fostering a culture of champions, and making customer-centricity your guiding star.

In her electrifying presentation, driven by insights from her Wall Street Journal best-selling book, Growth IQ, Tiffani Bova draws upon her vast experience as a sales leader in both startups and Fortune 500 giants. Her wisdom isn't just theoretical; she's been in the trenches, advising some of the largest sales organizations during their transformative journeys.

With a distinguished background as a research fellow at Gartner and her role as the former global growth evangelist at Salesforce, she's been at the forefront of industry shifts.

Get ready to ignite your audience, infuse them with passion, and unlock their full potential as Tiffani unveils the keys to not just keeping up with the evolving landscape but thriving and prospering within it. This is your chance to lead the charge, redefine the rules of sales, and set new standards for success. With Tiffani Bova's insights, you're not just adapting to change; you're becoming a driving force in the ever-changing world of sales.

Key Takeaways:

- ➔ How to give time back to sellers to establish a trusted relationship with customers, and improve quota attainment and revenue growth.
- ➔ How to set yourself and your sales teams up for a win before you ever meet a customer.
- ➔ How better to retain talent, coach and mentor the next generation of sellers.
- ➔ How to accelerate pipeline velocity by improving the systems and processes supporting the sales organization.



Future-proof Your Business

For Revenue Growth

In an ever-shifting landscape of market expectations, it's easy for companies to feel weighed down and get caught up in a challenging loop of dissatisfied customers, disengaged employees, and slowing growth.

Today's business leaders are facing the unique challenge of attracting and retaining top talent, all while navigating increasing pressure to optimize costs and enhance productivity. These hurdles are just a glimpse of the complex puzzle that companies are striving to solve in their quest for continued and accelerated growth.

But here's the beacon of hope: Tiffani Bova, an authority in the world of growth, sales, and customer and employee experience. Drawing from the wisdom encapsulated in her two Wall Street Journal best-selling books, *The Experience Mindset* and *Growth IQ*, Tiffani leverages two decades of experience advising some of the world's most renowned brands on growth and innovation. Her journey as a research fellow at Gartner and her role as the global growth evangelist at Salesforce have honed her into a true industry luminary.

Tiffani doesn't just offer solutions; she provides a holistic framework, a roadmap to sustainable top-line growth in an ever-evolving environment. Her advice transcends mere business strategy; it encompasses the art of cultivating a resilient company culture that thrives in the face of change. Her guidance also delves into the transformative power of data-driven decisions and the ability to inspire change throughout your organization.

By seamlessly integrating the capabilities of cutting-edge technologies with the wisdom of proven practices, Tiffani empowers your organization to tackle even the most formidable business challenges. It's not just about adaptation; it's about thriving and flourishing during certain and uncertain times.

Prepare for an enlightening journey led by one of the world's foremost authorities on growth, sales, and customer and employee experience: Tiffani Bova. With her guidance, you're not just navigating change; you're charting a course towards continued success and inspiration.

Takeaways include:

- ➔ How to uncover the current market context to shape your future strategies.
- ➔ Learning the most common paths back to profitable and sustainable growth in challenging times.
- ➔ Looking to your people and your customers to guide your strategy.
- ➔ Understanding how to make the proper investments in the business across people, processes, and technology.

