



Sales in a Connected World

Moderated by Nancy Hähnel | NH Global

Session 1: 08 February 07:00 – 08:30 PST (16:00 – 17:30 CET)

Selling with a Digital Mindset: The convergence of sales, marketing and service

With special guest Olena Zhytnyk, Managing Director Digitum

80% of client interactions are online today, how does relationship-building work? How do you grow the business with a digital mindset? By aligning sales, marketing and service, and breaking up department-related thinking. We will discuss what we can learn from SaaS and start-up businesses. Contribute yourself, or simply listen and enjoy.



Session 2: 15 February 07:00 – 08:30 PST (16:00 – 17:30 CET)

No Content No Sales. How to create content that converts

With special guest Mila Di Bella, Content Strategist & Client

Account Manager at Flying Cat Marketing

We will discuss the marketing side of sales. What is good content. How to create content that converts. What are the platforms and channels to be? What are digital marketing trends 2022 a sales person in the language industry should be aware of? Contribute yourself, or simply listen and enjoy.



Session 3: 22 February 07:00 – 08:30 PST (16:00 – 17:30 CET)

Take a Walk on the Customer Side. Customer experience at every touchpoint of the journey

With special guest María Jesús de Arriba Díaz Director, Strategic Accounts at Vistatec

In order to create an optimal customer experience and connect to the customer's world in their experience ecosystem, we better offer solutions, instead of products or services. How do you create new value for your customers? How do you design a new service? Contribute yourself, or simply listen and enjoy.



Session 4: 01 March 07:00 – 08:30 PST (16:00 – 17:30 CET)

Session Wrap Up

Attendees will vote on final topic.