



# The Intelligent Revenue Roadshow

17th January, 2023

The Haymarket Hotel, 1 Suffolk Place, London SW1Y 4HX

**It's time for a different revenue story. An Intelligent Revenue story.**

Intelligent Revenue is a new approach to creating the resilience that your business needs to grow profitably and predictably, regardless of changes in the market. It not only considers the boardroom strategy for business growth, but also the operating system to drive seller behaviour.

At Unleashed on Tour London, you will learn how to put sellers at the heart of your revenue operations to manage their pipeline more effectively and help them to sell more efficiently. See you there!

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13.30 - 14.00 **REGISTRATION and REFRESHMENTS**

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## **A Revenue Outlook: The State of UK Business**

Digital transformation has accelerated in almost every industry, but how exactly have buyers and sellers across the UK and beyond adapted, and what's next?

*Speaker: Johann Wrede, CMO, Xactly*

## **From Boardroom to Bookings: Identifying the Challenges in GTM Execution**

Sales leaders review the challenges to today's business, specifically to sellers, as they prepare for tomorrow and why putting sellers at the heart of your business will drive resilience, predictability and pipeline efficiency for your business

*Speaker: Johann Wrede, CMO, Xactly*

14.00 - 15.30:

## **Intelligent Revenue: A New Model for RevOps**

An interactive discussion on the rise of RevOps and how it accelerates predictable revenue and drives transparency and accountability at scale

*Speaker: Johann Wrede, CMO, Xactly, Dan Jacobs, Head of Operations, Xactly, TBC, Salesforce*

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15.30 - 16.00 **BREAK**

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## **Going to Market: The Strategies, the Stack and the Stories**

Our panel of customers and experts will discuss the tools and tactics that incentivise the right seller behaviours and simplify planning and forecasting

*Speaker: Johann Wrede, CMO, Xactly, Kayley Ansell, Director Sales Operations, Finastra,*

16.00 - 17.30

*Alnour Imambaksh, Commercial Excellence Specialist GE Renewable, Gary Cottrell, VP Product, Xactly*

## **Starting Where you Are: Assessing your Current Situation**

Where are you on your journey? Learn how to assess your RevOps maturity, uncover the opportunities that lie ahead, and come up with a plan to solve your challenges

*Speaker: David Ross, Transformation Consultant, Xactly*

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17.30 - 19.30 **NETWORKING RECEPTION and CANAPES**

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