



Alteryx Global Kickoff 2019

Revenue Track - Workshops designed to mobilize Sales and Marketing for quota crushing status in 2019.

Breakout Title	Description
Building Your Business <i>Duration: 1.5 hours</i>	How well do you understand the lead process? How aligned are you with the buyer's journey? How strong is your social selling game? If these are areas you'd like to improve upon, this session is for you. Walk away with techniques and tools for building and managing your pipeline.
Selling to Office of Finance <i>Duration: 45 minutes</i>	Strategic input from finance is quickly becoming table stakes. The role of the CFO is changing from "traffic cop to city planner" – less focus on infractions and more on changing the system. Leading execs owe their growing clout to a truly granular and holistic view of data – enter Alteryx. Hear directly from Thomson Reuters about their tax and audit offering – invaluable insights from leading industry experts.
Selling to IT <i>Duration: 45 minutes</i>	What inspires an IT leader? Take part in this session to discover tips and tricks for selling to IT. From Data Governance to Self-Service – learn how to successfully align with the mandates that drive IT priorities.
Community as a Sales Technique <i>Duration: 45 minutes</i>	Customer accounts with registered community users buy more, advocate more, and remain customers longer than accounts without. Come to this session to learn how to leverage the Alteryx Community to build trust, deepen your relationships, and drive revenue through your accounts.
Data Science Demystified <i>Duration: 45 minutes</i>	Time to delve into the data science realm and personas who rock this space. Get answers to basic questions, learn why not all data scientists are created equal and most importantly – what to say when engaging with one.
Platform Selling <i>Duration: 45 minutes</i>	Alteryx = Analytics – revolutionizing business through data science and analytics...it's what we do! Close more, close faster by altering how you position our modern analytics platform.
Competitive Landscape <i>Duration: 45 minutes</i>	We are the champions – learn how and why as the ABCDs are explained and best practices to win are amplified.
Challenger Sale <i>Duration: 45 minutes</i>	The Challenger Sale is a research-based approach to sales in which the seller actively teaches the prospect, tailors their conversions, and takes control of their sales process. By embracing these principles, you will take your organization on a transformative journey turning traditional solution selling on its head.