



EPISODE 3: THE GROWTH FORMULA- OPTIMIZING SALES CAPACITY WITH SMART PLANNING

VIDEO TRANSCRIPT

Welcome to today's Conversation in Growth. And I'm thrilled to have Dawn Anderson, Senior Managing Director of North America Enterprise Functions at Accenture, and Andy Kofoid, North America President of sales here at Salesforce. And today we welcome you into an intimate conversation about our growth formula. We're gonna get into a number of really compelling topics for you, about the combination of data and leader accountability, about smart planning and capacity, the criticality of talent and enablement. But most importantly, we're gonna talk about how focusing on your customers and your clients will help drive growth. Dawn, Andy, it's great to see you both, welcome to Conversations In Growth. I'm gonna move us on to the concept of smart planning and capacity. And Andy I'm gonna turn to you in Salesforce here. And when we think about being embedded in our customer's business, how does Salesforce think about that unique intersection of specialization about smart planning and capacity to bring our sales leaders where they should be?

Yeah, good question. And we've moved to a more specialized model in order to better support our customers. You know, we've verticalized the majority of our Salesforce with focuses in financial services, comms media, high-tech retail, consumer goods,

and healthcare life sciences, are kind of our four big industries and we've also provided specialist or specialization from a sales perspective around marketing cloud, commerce cloud, and service cloud.

We've also expanded expertise in travel and transportation, manufacturing, energy oil, and gas and utilities. And we have an incredible public sector operating unit. And these growing areas of specialization enable us to better connect with customers and help them in their own digital transformations. And on top of that, we have established sales organizations globally that align to our strategy, but have really good regional control. And that holds leaders accountable for their areas of the business and allow our teams to dive deeper within their areas of expertise. Now, when you think about capacity, I think we all recognize the incredible pressure on every company to attract and retain the best talent out there. And we're no different, and we've made a priority investing in our people, building talent, expanding career opportunities, while rewarding, you know, high level of performance. It feels that effort gets more important every year. And we need to keep investing in our teams, new skills, new expertise, career growth, et cetera, and more



important than ever before, we need to make sure that our people are saying, are staying safe and healthy, whether they're coming into our offices or continuing to work from home and, you know, physical and mental wellbeing are essential, critically important to any successful team.

A lot there, it's great insight to the business. And if we think about Accenture too, as well, definitely a similar path and you know, the book on specializing by industry, which written with Accenture, can you speak to that for your business, Dawn?

Yeah, absolutely. Because, you know, I think oftentimes, people would say, "oh, Salesforce and Accenture "are really different organizations." And the reality is we have a lot of commonalities and similar threads. So at Accenture, we're really oriented around four business dimensions. The very first one is industry. And we have 19 unique industries, so, you know, banking, health, public service, things that Andy mentioned there, those are critical industries for us. We're also oriented around functions and we have six of them and they are aligned with client imperatives. So we have the customer function, we have our TNO and high human potential function. We have our CFO and EV function, supply chain, the CEO agenda and our tech strategy function. We also have then four services. We have strategy in consulting, technology operations, and interactive. And then we have three geographies. The magic at Accenture happens when we bring those dimensions together in a collaborative way, because to really serve and create value for our clients, you have to do it in the seams and the convergence points of all of those coming together. And like, you know, Andy, you know, kind of being safe right now and having mental healthness is critically important. And so we're embarking on really taking a look at what's the right combination of having those dimensions, industry, function, service, come together at a proximity to our client. What could we use in a frictionless way that might be

let's call it plus or minus two or three times zones. And then what can we really flex from a boundaryless perspective to make sure that we're bringing the best of industry, the best of function, the best of service to bear for our clients.

I love it, I love the commonalities of our business, and I love the concept of kind of kind of winning in this teams here. And then the focus on the wellness and the wellbeing of our people here to truly achieve great outcomes. And it even gets better when we begin to work together between Accenture and Salesforce too, as well out for our customers success. It's incredible to have this conversation with you both. And it's really exciting to think about what we all can do in the market together. So thank you, Dawn, Andy, it's fantastic. And thank you for joining this Conversations In Growth.

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