



# ACCENTURE B2B SALES VIDEO – GAIN INFLUENCE WITH INTELLIGENCE

## VIDEO TRANSCRIPT

### Voice over

Influencers.  
They don't just have infinity pools and Instagram accounts.  
In the B-to-B Landscape, influencers wield real power and with new buyer expectations and a shift to digital, companies are forced to change how they sell. Because with so much content overload, decision-makers are crying out for hard data. To succeed, your salespeople need to be customer-centric, insights driven and collaborative to influence decisions and win sales. That's where our B2B Sales Solution, comes in. a next generation solution for next-generation sales teams... Continuously pulling in Market and industry data from hundreds of sources which is analyzed and given meaning using AI, automation and prescriptive analytics enhancing your Salesforce data, providing impactful insights to arm your sales teams with the right information at the right time, enabling them to open doors and influence prospects. Industry- and function-guided selling experiences, virtual sales assistants, and insight views allow sales teams to understand and address buyer needs and preferences.

B2B sales is no longer simply about getting in front of decision-makers.

It's about building relationships based on trust and two-way value creation in every vertical. Built on the world's leading CRM, our B2B sales solution enables your sales teams to stay Competitive win sales and influence people. Transforming sales teams into Influencers in their own right. Infinity pools , optional.

Copyright © 2021 Accenture  
All rights reserved.

Accenture, its logo, and High Performance Delivered are trademarks of Accenture.