

# Selling Today: Navigating the Chaos with Confidence

Presented by:



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## Welcome

Where are you joining us from today?



Let us know  
in the chat!

# Promise of the Invitation



“Arm sales and marketing leaders with **research-backed insights and practical practices**—so you can outpace market shifts, deepen buyer engagement, and embed continuous learning to adapt with agility.”

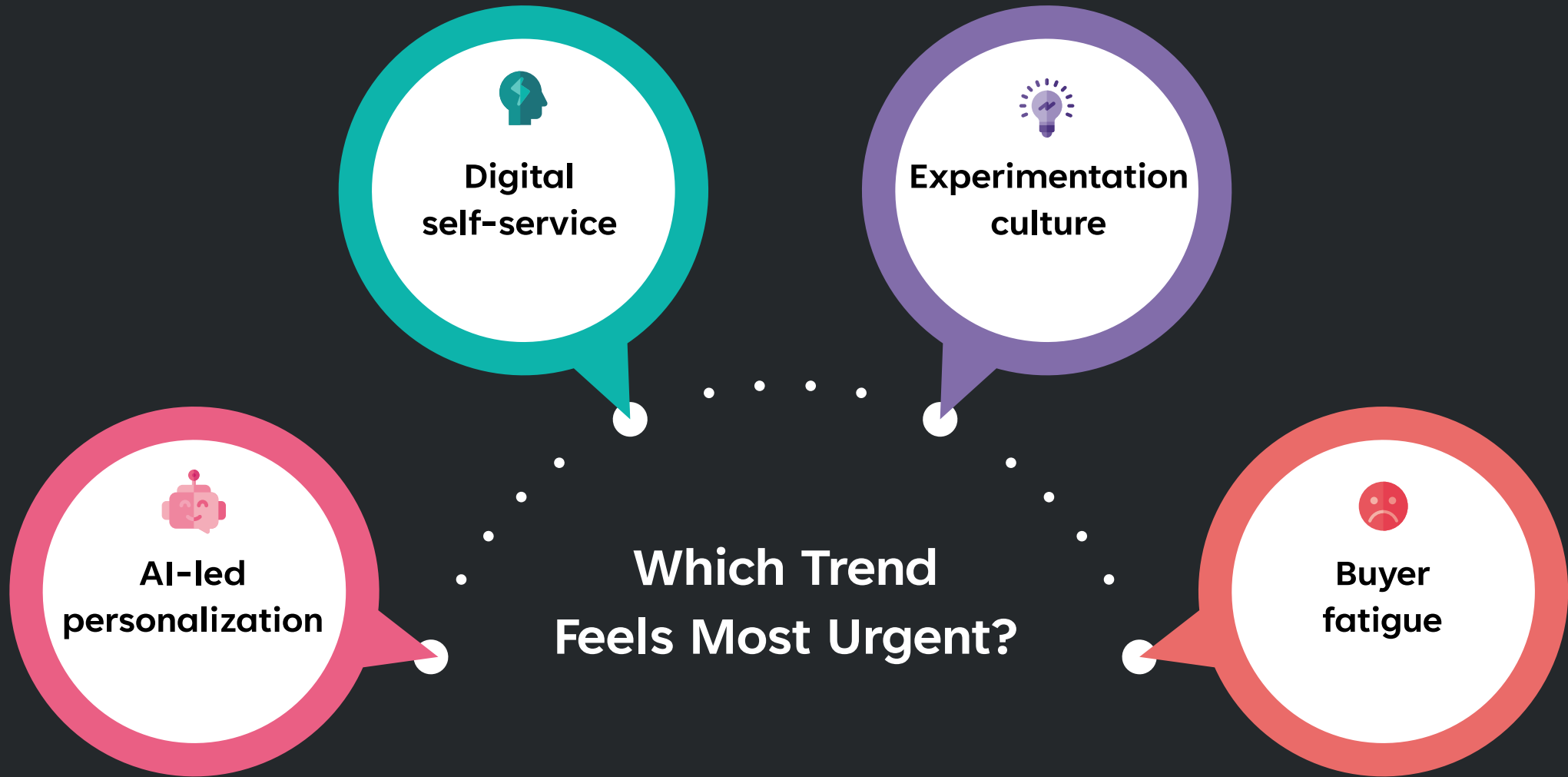


# The Buyer Landscape in 2025



“Buyers are overwhelmed by choice. AI is everywhere. Macro-turbulence is the new normal...this isn't a crisis—it's our moment to build future-ready muscle.”





# Three Pillars of Future-Ready GTM

## Technology Adoption

AI

Personalization

## GTM Model Evolution

Digital Buyer Journey

Self-Service

## Team Mindset

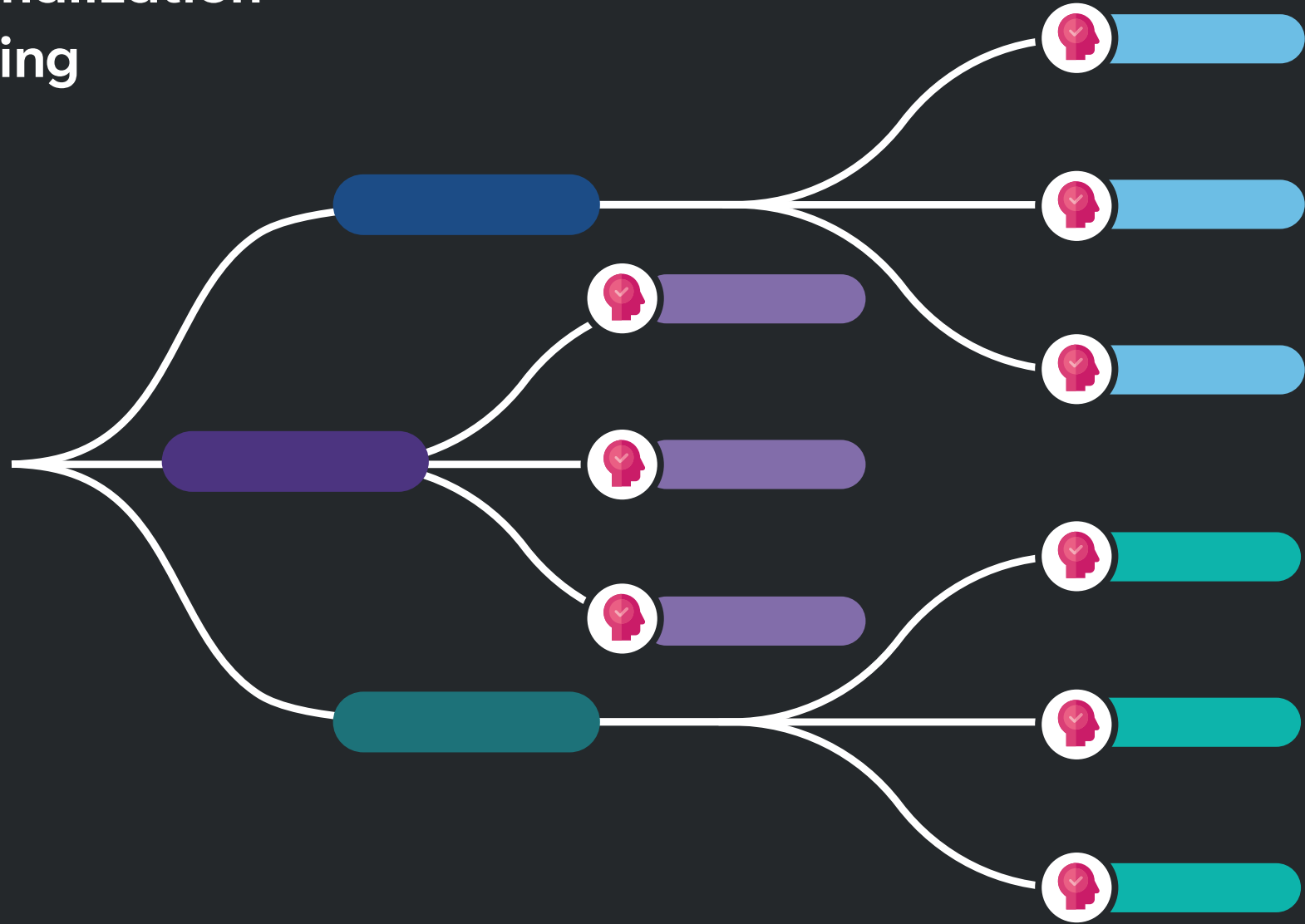
Agility

Experimentation

# AI-Powered Personalization and Decision Making

## AI Enables Scale, but Only with Strategy

Only 18% commercial organizations integrate AI into daily workflows – huge upside.



# Digital Self-Service Model



Buyers Expect Control  
& Convenience

**>50%**  
of \$1M+ B2B deals via  
portals by late 2025.

# Experimentation-First Culture

## Rapid Experiments Drive Momentum

'Test of the Week'



+300% idea submissions.

### Test of the Week LEADERBOARD

1		PLAYER NAME ★★★★★ 5000 ✨
2		PLAYER NAME ★★★★★ 4559
3		PLAYER NAME ★★★★★ 4200
4		PLAYER NAME ★★★★★ 3950
5		PLAYER NAME ★★★★★ 3500
6		PLAYER NAME ★★★★★ 3280
7		PLAYER NAME ★★★★★ 2900
8		PLAYER NAME ★★★★★ 2100
9		PLAYER NAME ★★★★★ 2000