



OPENING REMARKS

Dharmesh Singh

San Jose, CA | Feb 6, 2019

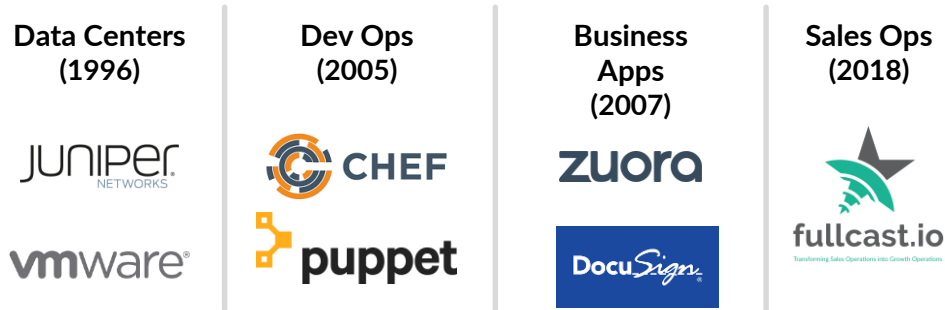
WINTER 2019

Sales Ops Summit

We Are Now In The Age Of Software-Defined Ops

As the world goes digital, winners are automating the link between planning to execution in every function.

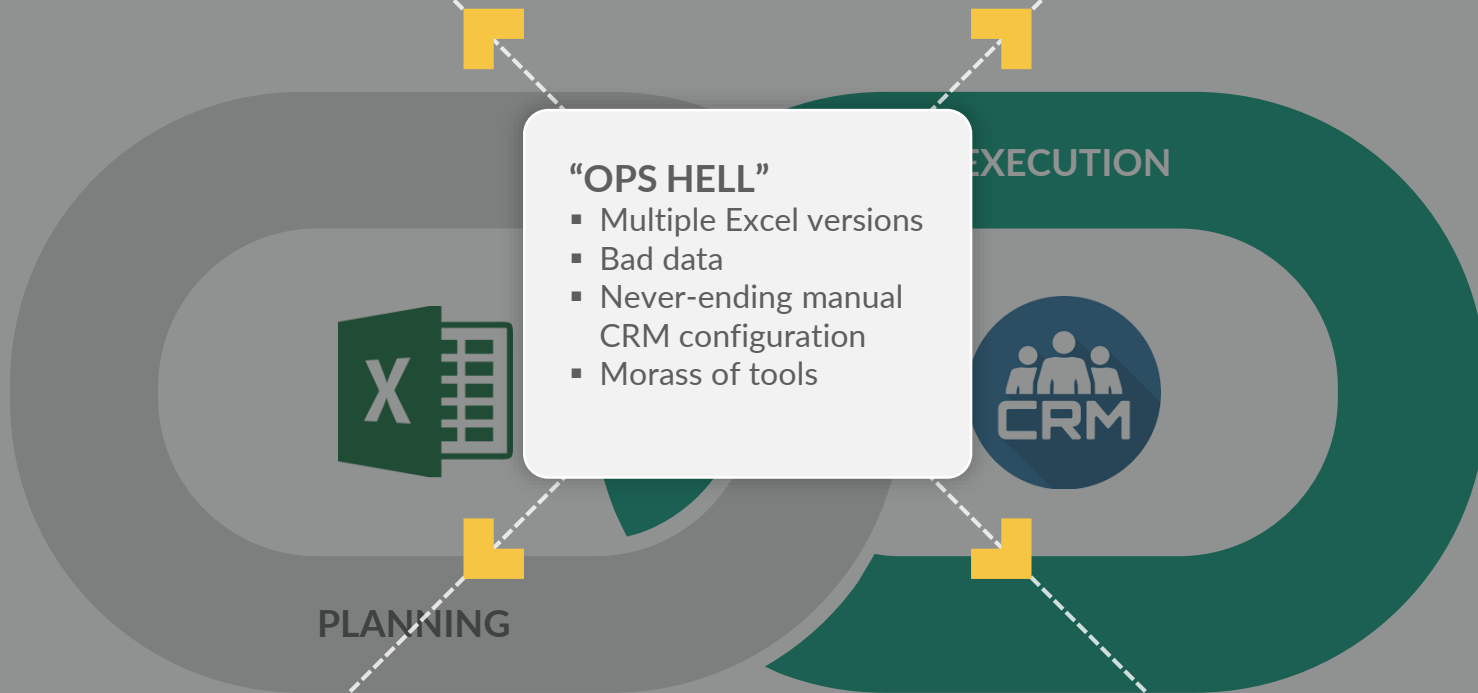
Evolution of Software Defined Processes



For sales, a continuous link between planning and execution lets you adapt for growth.



But for many teams, connecting planning and execution is the source of ops hell.





When planning and execution isn't aligned, sales leaders lose confidence in the revenue plan because they don't see a path to success.”

— Amy Lin,
Okta



Big, successful companies have the luxury of throwing custom code and large teams at the problem.



So we asked a simple question:

“Could we automate the GTM planning to execution loop with software?”

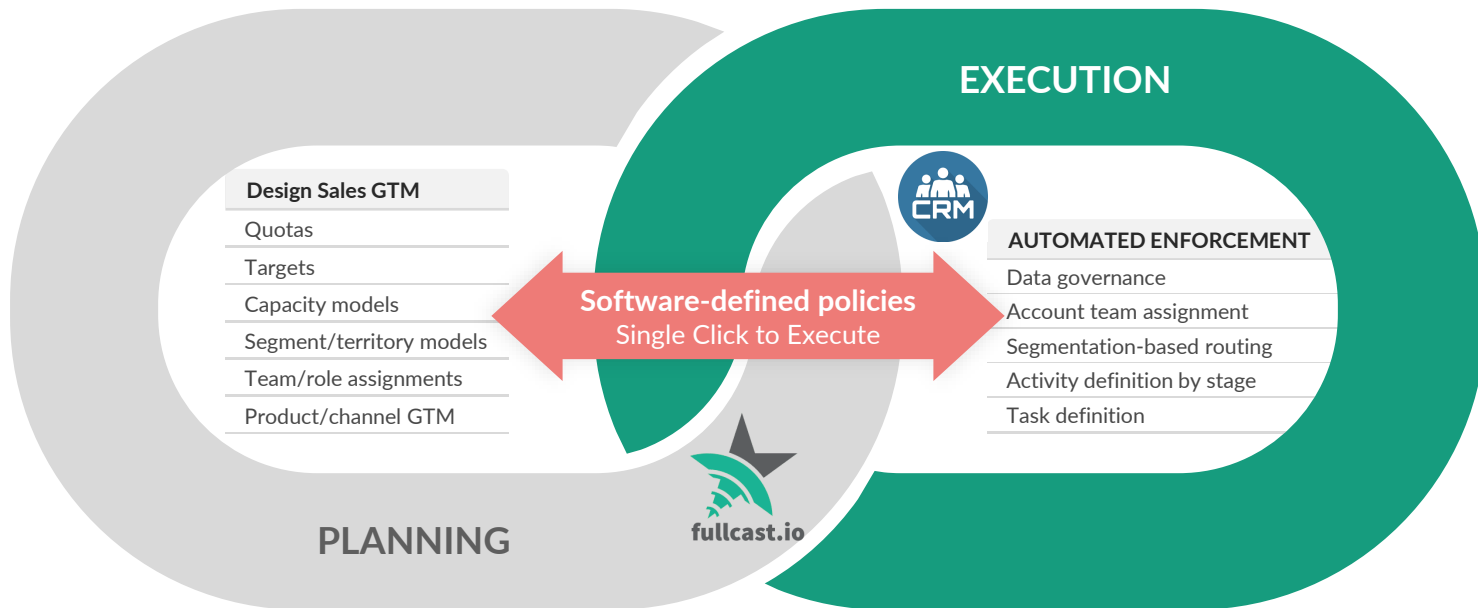




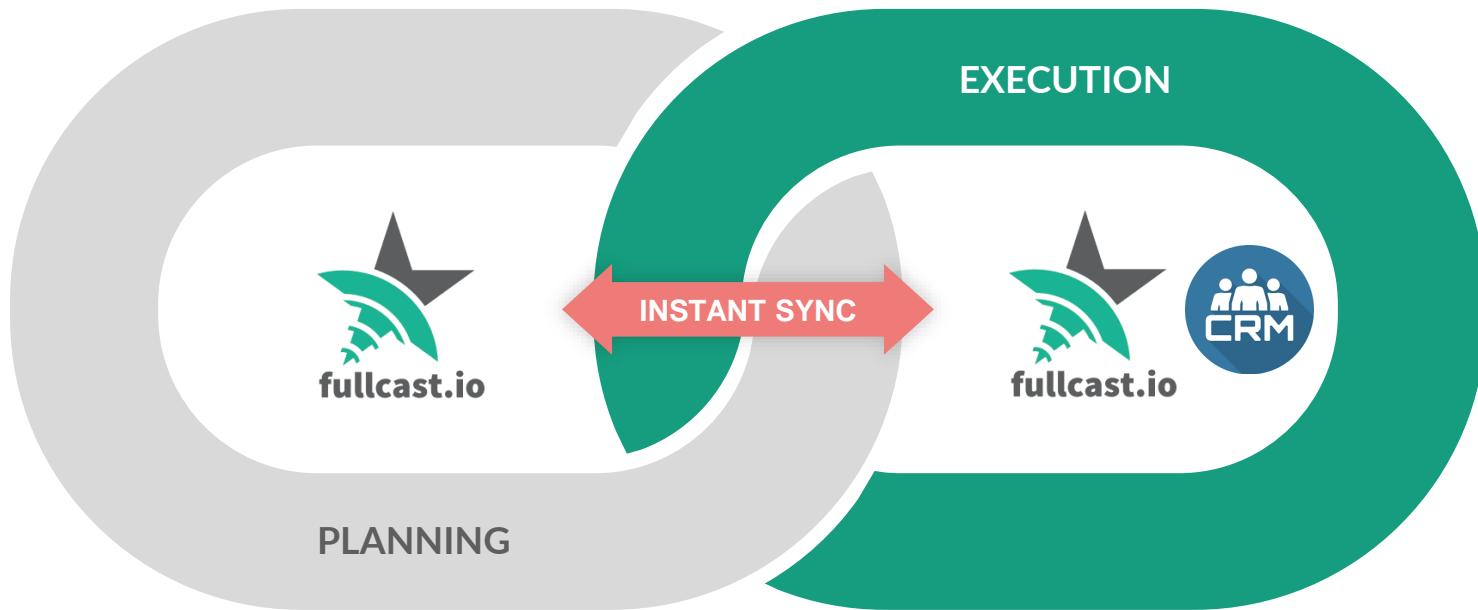
Software-defined sales ops

Always keeping planning and
execution aligned around growth




We meet you where you are, linking planning and execution with best-practice policies.



Update policies anytime based on how you're performing to plan, or vice versa.



Our goal is agility – you're running Fullcast.io yourselves so you're always aligned for growth.

- ✘  No Excel
- ✘  No manual config
- ✘  No throwing bodies at ops



Better sales productivity



Better forecasts



Better capacity planning

WINTER 2019

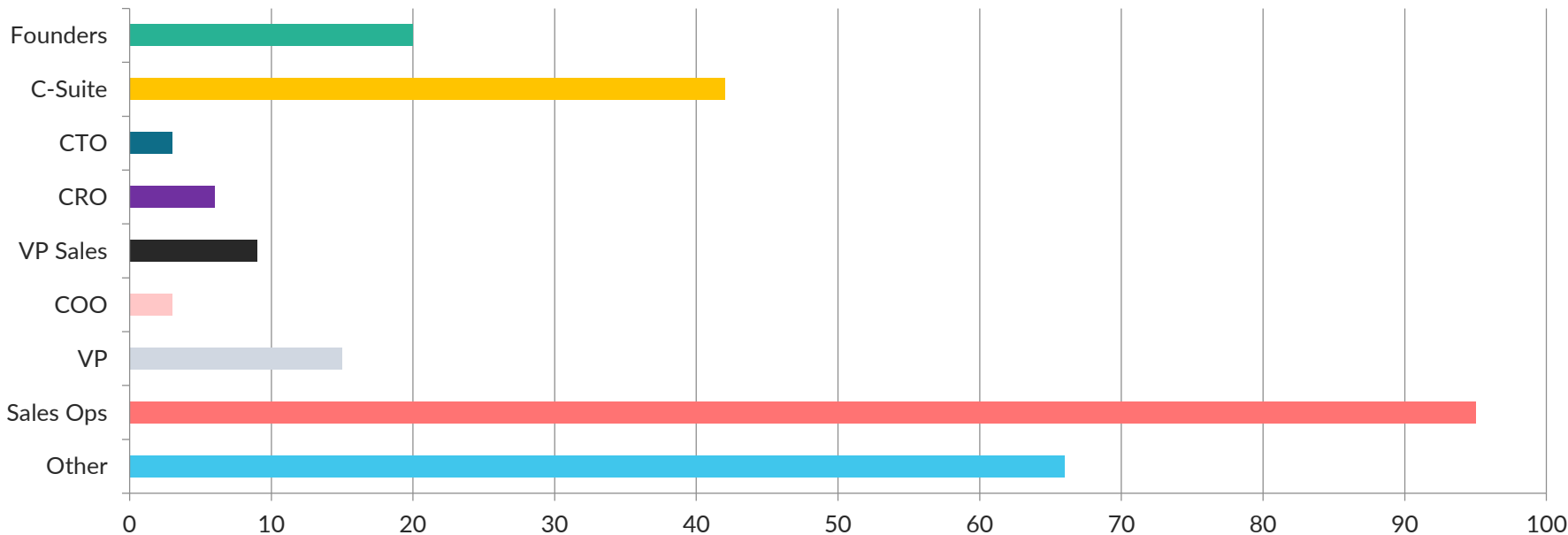
Sales Ops
Summit

Today's Agenda:

- 9:00 - 9:15: **Opening Remarks** - Dharmesh Singh - *fullcast.io*
- 9:15 - 9:50: **State of Sales Operations - Trends impacting Sales Ops in 2019** - Neil Herrington - *Topo*
- 10:10 - 10:50: **Panel Discussion - Structuring Sales Operations as a Growth Accelerator** - Moderated by Dharmesh Singh - *fullcast.io*, with Sealy Laidlaw - *Valor*, Jim Schwappach - *Salesforce*, Ryan Toben - *Gainsight*, Lisa Kelly - *Talkdesk*
- 11:10 - 11:50: **Making Sense of the Sales Ops Tech Stack** - Nancy Nardin - *Smart Selling Tools*
- 12:00 - 12:50: **Product Showcase** - Bala Balabaskaran - *fullcast.io*, Celva Vetrivelu - *fullcast.io*
- 1:10 - 1:50: **Planning for Growth** - Dorota Szeremeta - *Salesforce* & Quincy Darbyshire - *fullcast.io*
- 2:10 - 2:50: **The Future, Policy Defined Operations** - Bala Balabaskaran - *fullcast.io* & Tyler Simons, *fullcast.io*
- 3:10 - 3:50: **Data Governance - The Foundation of Everything** - Yousuf Khan
- 4:10 - 4:50: **Breaking the 24-month Sales VP Lifespan** - Ted Wang - *Cowboy Ventures*
- 4:50 - 5:00: **Closing Remarks** - Dharmesh Singh - *fullcast.io*
- 5:00 - 6:00: **Happy Hour**

259 Participants Registered for Today's Summit

98 Executive Suite
 95 Sales Ops
 66 Business Professionals



Housekeeping



To join the conversation, download the Growth Ops App. Available at: <http://ow.ly/evLG50koAAL>.

Slides will be available on our website today at 5:00 pm. You can also access them using the Growth Ops App.



Video of today's sessions will be sent to you in the next few weeks.



Follow the conversation on LinkedIn and Twitter: @[fullcast.io](https://twitter.com/fullcast.io) using the hashtag [#salesopsgrowthsummit](https://twitter.com/hashtag/salesopsgrowthsummit).

Today's Session





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