

2025 SBI SPRING REGIONAL SUMMIT

MAY 13-14, 2025 ATLANTA, GEORGIA

BLUEPRINT

for Sustainable Growth



Driven by Insights
Delivered from Experience

Welcome to Day One

Sessions will be recorded and photographed

Wifi:

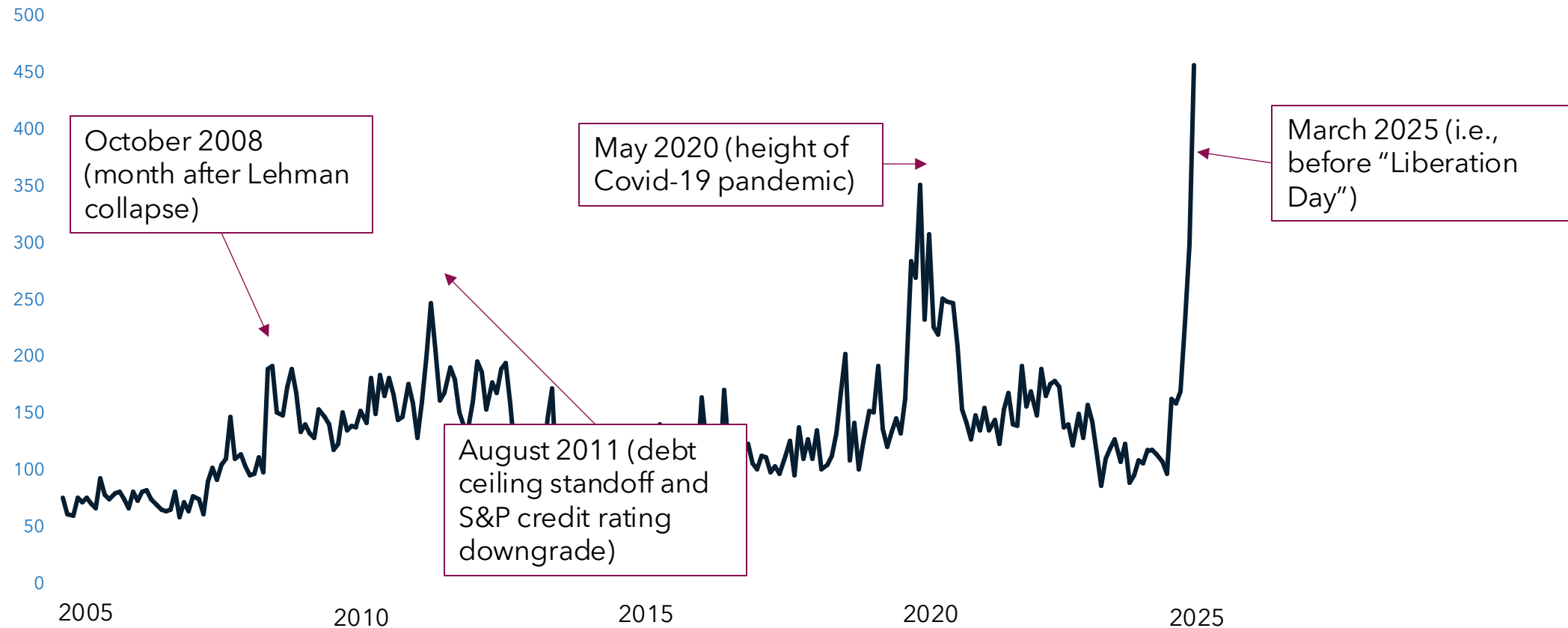
Restrooms & Emergency Exits

Meals & Refreshments

Need help? Look for SBlers

Welcome back, uncertainty

United States Economic Uncertainty Index, January 2005 - April 2025



Three-Factor U.S. Economic Uncertainty Index combines news coverage of uncertainty, forecast dispersion in economic indicators, and disagreement among forecasters to measure overall economic uncertainty.

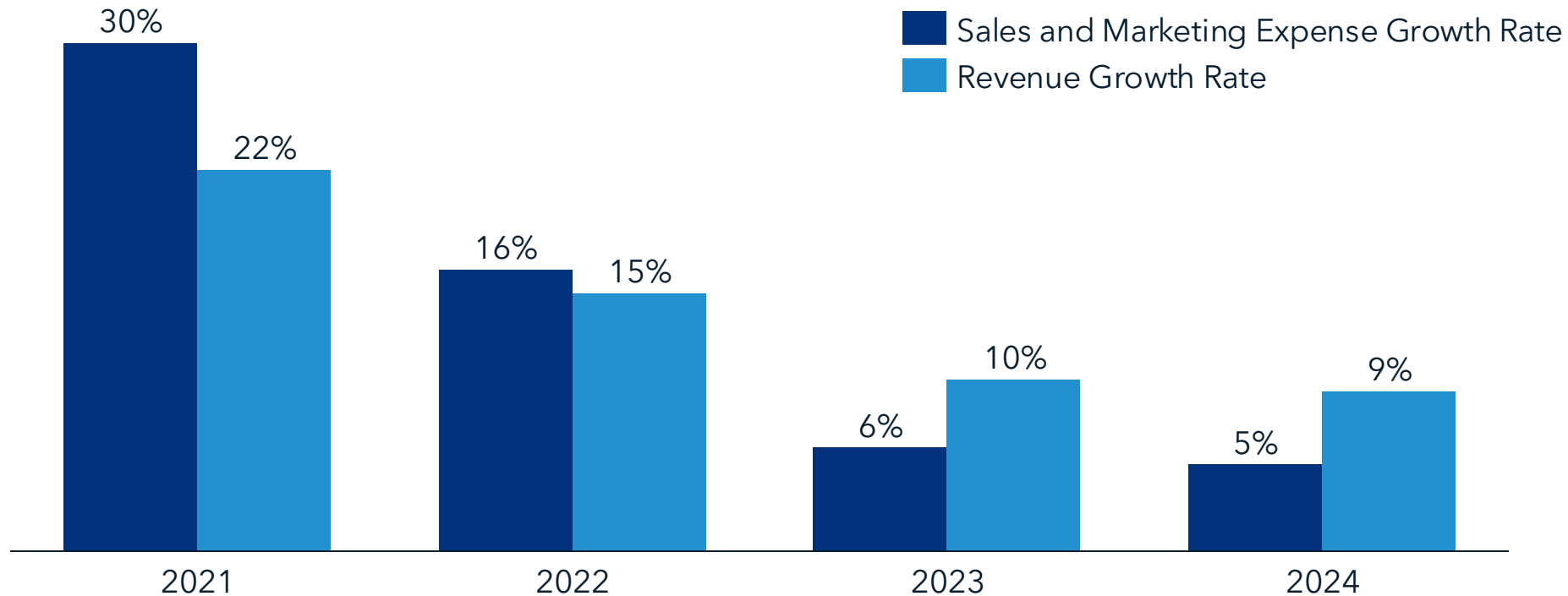
Source: 'Measuring Economic Policy Uncertainty' by Scott Baker, Nicholas Bloom and Steven J. Davis at www.PolicyUncertainty.com.

This is our normal

2020	COVID-19
2021	The Great Resignation
2022	Inflation and Interest Rate Increases
2023	Silicon Valley Bank Collapse
2024	Election Results Hesitancy

We are getting at least halfway better

Revenue and Sales and Marketing Expense Growth Rates



N=300 publicly-traded companies in communication services, financial services, healthcare technology and information services, industrials, and technology sectors with headquarters in US and CA, \$100M-\$5B in annual revenue in FY21-FY24, and a fiscal year ending Dec 31

Source: SBI 2025 Commercial Efficiency Index, provisional analysis

Our core question

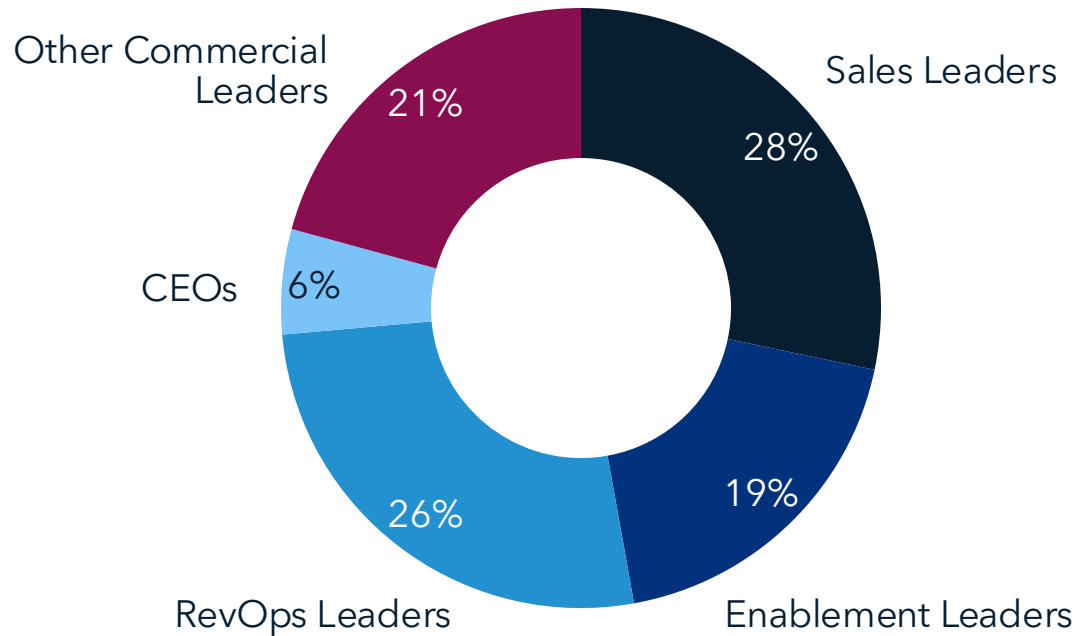
How do we lead our commercial organizations and build resilience for sustainable growth through any market conditions?

Your return on these two days with us

1. **Actionable steps – a blueprint** – to materially improve commercial performance at your organization
2. **Inspiration** to take the hard actions to get you there
3. A few **new friends** to call on for support

Who you will learn from

Roles Represented in the Room



Companies Represented in the Room

1WorldSync	Fivetran
2X	Greenhouse Software
Accurate Background	Houghtin Mifflin Harcourt
Aptia Insurance Services	Kantana
Group	LexisNexis Risk Solutions
Avanade	M3 Accounting Software
Avast Strategies	Paychex
Balluff	Restaurant Technologies
Bighand	Riskified
BJ's Wholesale	Riverside Insights
Blackbaud	Salsify
Blue Yonder	Sealed Air Corporation
Copy.ai	Service Express
Docusign	ServiceNow
Extreme Networks	Sparq

How you will build your blueprint

Tuesday, 13 May

2:30 pm	Welcome and Introductions
3:00 pm	Building A Growth Strategy for an Uncertain Market
3:30 pm	Re-Setting Your Go-to-Market (and Yourself) for a Strong H2
4:15 pm	Peer Forums: <ul style="list-style-type: none">- CRO + CCO- RevOps Leaders- Enablement Leaders
5:15 pm	Networking Hour

Peer Forums

Wednesday, 14 May

8:00 am	Breakfast
9:00 am	Adapting with the Customer Across 25+ Years of Change
10:00 am	The New Era of Commercial Differentiation
11:15 am	Breakout 1: Building an Aligned Go-to-Market Organization Breakout 2: AI Implications for the Commercial Tech Stack
12:00 pm	Lunch
1:00 pm	Breakout 3: Driving Frontline AI Adoption to Improve Sales Performance Breakout 4: Adjusting Pricing and Packing for Today's Buyer
2:00 pm	Deploying GTM Resources Efficiently in the New Buying Reality
3:00 pm	Wrap-Up

Practitioner Keynotes

Tactical Breakouts