Alexandra Gobbi

Secureworks

REV TALKS™ 2019

THE REVENUE MARKETING SUMMIT

#REVTalks

a person will share so much more with you
when you speak to them in their language

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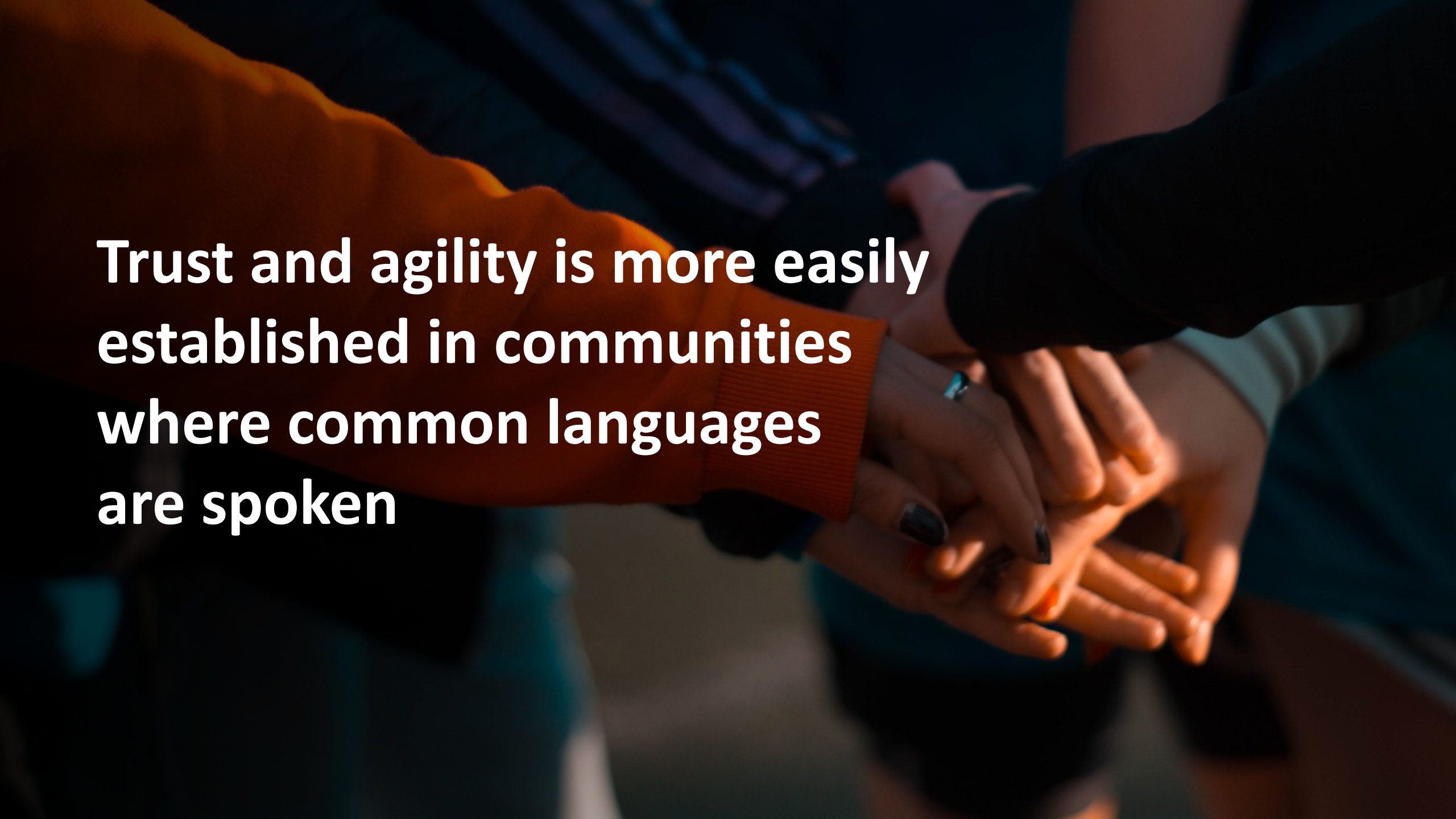

Trust and agility is more easily established in communities where common languages are spoken

CEO, CFO
Board
ROI
EBITDA
CapEx
LTV
Margin
Accrual
ARR
CAC
Prepay

Buyers
Influencers
Kill-chain
Payload
APT
Layered Defense
SIEM
BEC
GIFTS LUGGAGE
GIFTS LUGGAGE
SONY
Disney
FOREVER
H&M
ONE WAY

Sales
Marketing
Lead
Pipeline
Segment
Addressable Market
Win Rate

Operations
KPI
Rates & Means
MBO
NPS
OKR
GA
RTS

Human Emotions

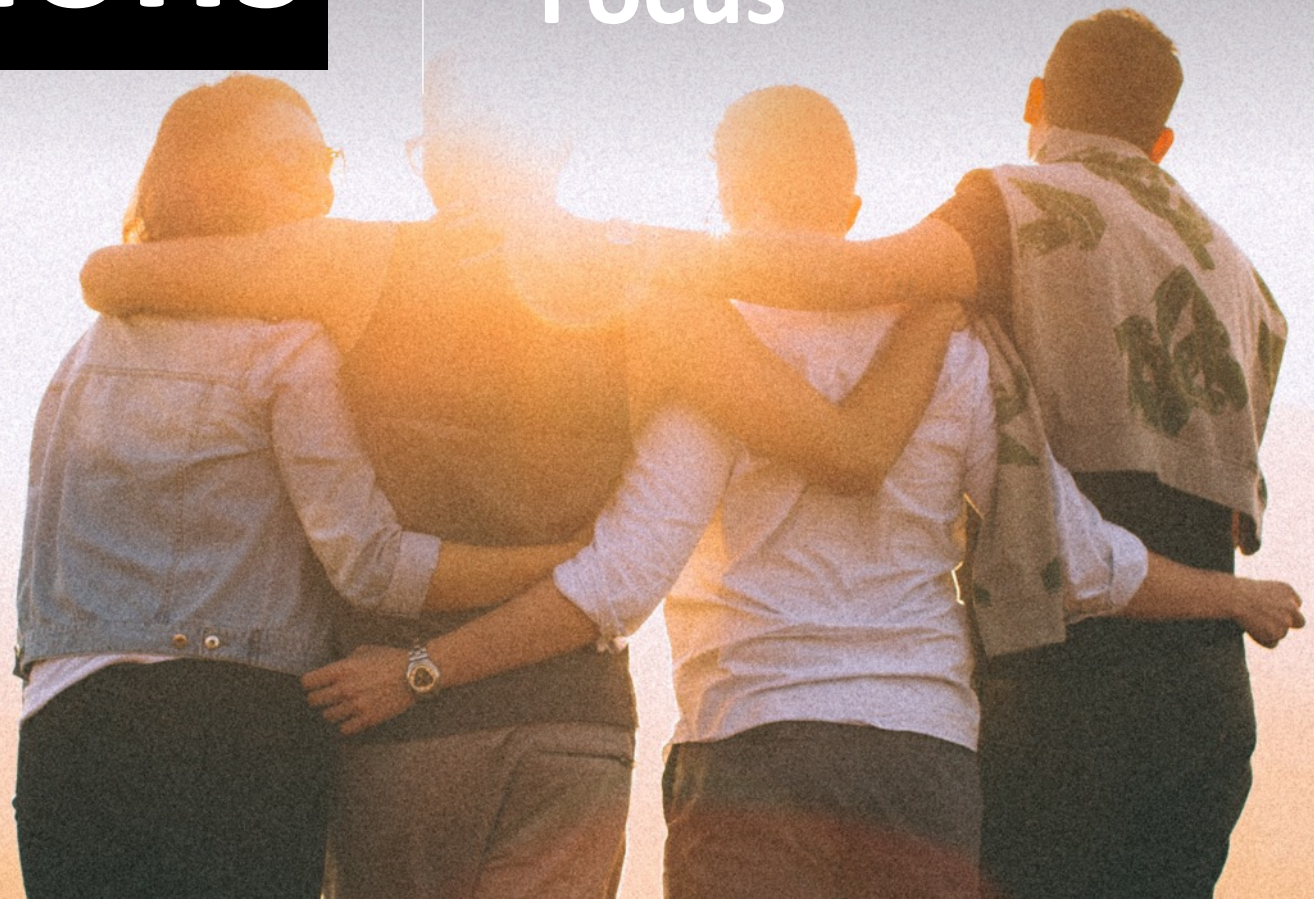
Empathize

Motivate

Excite

Calm

Focus



“
In the past, jobs were about muscle, now they’re about brains, but in the future they’ll be about the heart”
— Minouche Shafik, Director LSE