



C3 CROATIA PRESENTS

Proven Way to Boost Revenue





Onboarding academy

PROBLEM	ONBOARDING ACADEMY	BENEFITS
84% of sales training is forgotten in the first three months	Whole program is mix of interactions, knowledge, prospecting and doing (try it) activities with clear milestones in order to have strong pipeline, link with CRM (content when you need it)	Reduces Ramp Time
Lack of unified information and product knowledge	Useful Content (FAQs, knowledge base, videos, process documentation, How to sell, What to sell etc.), checklist with clear expectations in 15-30-60 days	Higher Retention Rate
New reps have common mistakes that often plague those in the early stages of their career	Evaluate Performance Regularly 30-60-90, sales playbook and guided selling bite size content, sales buddy program	Higher Sales Efficiency and Productivity, Higher percentage of reps hitting quota
Sales burn out and dissatisfaction in first 6 months	Onboarding program instills company values and culture in new hires from the very beginning. This helps create a strong foundation for the sales team and ensures that everyone is working towards the same goals. Mission and accomplishment are part of the program.	Builds a Strong Company Foundation



Sales coaching program

PROBLEM	SALES COACHING PROGRAM	BENEFITS
It takes too much time from leaders	No need for sales leader. Sales rep can learn & change in small groups without facilitation. Self organized. The program is designed to spark the human ability to learn, grow and solve new challenges for themselves, their companies, and their customers.	Helps reps continuously improve their performance through feedback, practice, and reinventing new approaches. With shared understanding a team is more effective, resilient and creative.
There is no consistent coaching process	The program is designed as a digital space that employs thinking tools for gaining new insights, common understanding and critical thinking in group discourse. Prepare to be surprised. Sales rep don't like to be told thus we use their ability to observe, reflect and reinvent in peer-to-peer learning groups with predefined content.	It allows sales leaders to improve sales processes, training techniques and pinpoint progress and areas of improvement for their teams but also reinvent new solutions and sales techniques.
It takes patience and listening skills	In self-organized interactive coaching program there is no need for coach. Ideally, a group consists of five participants. Small groups of participants meet five times for a 90-minute online session every 7 to 14 days. Every session is content-rich and fun! Content is predefined and custom-made - all topics are fundamental for a better conversation & value creation.	Change in behavior is inevitable. Companies don't buy program or training – they buy change. Our program ensures mindset and behavior change.



Leadership development program

PROBLEM	LEADERSHIP PROGRAM	BENEFITS
"I Must Know Everything" Trap, Imposter Syndrome	Get Real Feedback and encouragement from group in simulated situations through social games, case studies and stories	Increase leadership morale and retention, improve productivity, promote better decision making, build better teams, and train future leaders in your company who have a management style that is conducive to a positive working atmosphere and focus on impact and excellence.
Communication challenges	Engage with creative expression as a primary pathway to catalysing resourcefulness and positive change. As such we craft highly experiential and reflective engagements using story, myth, organisational constellations, creative arts, embodiment, dialogue, and more.	How to communicate with others to hear you, learn polarity management process, deeper listening to understand, not to advise or fix, asking better, more incisive questions, committing to understand other perspectives, managing conflict sensitively



Sales process optimization program

PROBLEM	SALES PROCESS OPTIMIZATION PROGRAM	BENEFITS
<p>Due to the non-optimal sales processes, many prospects lose interest and fall through the cracks. Sales cycle is longer and win rate below industry standard.</p>	<p>Having a clear understanding of your ideal customer. Use buyer persona to finetune lead generation effort. Create sales playbook and ensure alignment with marketing. Having right deal qualification methodology in place. Have a detailed and structured lead nurturing strategy in place.</p> <p>Continuously analyse and finetune sales efforts e.g. where in the sales process are leads exiting the sales funnel? Turn data into actionable insights.</p>	<p>Pinpoint the leaks and bottlenecks in pipeline Automate as much of sales process as possible Reduce churn rate Make sure your sales and marketing goals are aligned Shorten sales cycle Prioritize highest-earning sales activities Monitor most valuable metrics and KPIs</p>



Ana Veir

ROLE	EXPERIENCE	OUTCOME
Global Leader for Sales Enablement in Infobip	Leading Infobip Sales academy (on-site) and virtual onboarding academy; launching social selling program; launching sales coaching program for 60 leaders, implemented account planning process	Infobip Onboarding program 2.0 for 750 seller, ramp up time decrease for 2 months; Sales leadership coaching program launched and successfully executed (mindset and behavior change)
Head of Demand Management	Responsible for MENA, Europe, India, Africa, NAM and LATAM. Building understanding the market and the demand first, and then developing an operational strategy to meet the market where it is. Create right product mix and understand customer base and use portfolio management to execute them.	Rolling forecasting and planning, better allocation of resources, better buy-in from budget holders, coordination of strategy, capacity and customer needs. Design of regional GtM.

We are part of **C3 Creative Code** and Content with an international network

C3 Group

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EXTENSIVE EXPERIENCE WITH THE DEVELOPMENT AND IMPLEMENTATION OF BUSINESS AND MARKETING STRATEGIES



ŠKODA



Julius Bär

DEVELOPMENT OF MARKETING STRATEGIES

Systematic management of clients through the process:

1. redefining and setting up key marketing pillars;
2. market segmentation and repositioning;
3. knowledge of key customers and their habits;
4. implementation of strategies in company processes;

CONSULTING

We advise clients in the process of developing modern marketing strategies and building an appropriate technical infrastructure that will support the achievement of their business goals.

DEVELOPMENT OF DIGITAL MARKETING STRATEGIES

Systematic management of clients through the process:

1. redefining and setting up new digital strategies;
2. the definition of an appropriate digital ecosystem and linkage between individual points of contact;
3. Improving the user experience at selected points of contact;
4. defining key performance indicators, measuring and optimizing / adapting processes;

CX & DESIGN SERVICES

We help clients improve user experiences at key points of contact, with a focus on the digital user experience.

DIGITAL TRANSFORMATION

We guide clients from planning to implementation at:

1. digitalization and optimization of business processes;
2. transformation of business models and processes;
3. digitalization of tools;
4. changes in the management of communication activities;
5. digitalization of trademarks;



C3 GRUPA CLIENTS

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INTERNATIONAL
AWARDS IN THE
LAST 2 YEARS

2022: THE MOST
CREATIVE 5G
CAMPAIGN IN THE
WORLD



best of content marketing



reddot design award

THE CMA INTERNATIONAL
CONTENT MARKETING
AWARDS 2017



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