

# Collaborate Like a Rock Star!

What defines rock star success?



## Synced band mates = Effective team members

Effective team member and colleague interactions are vital. A recent survey showed that 50+% of sales rock stars rely on colleagues for support.<sup>1</sup>



Look to managers



Look to team training resources



Look to media

## Involved producers = Engaged leadership

Managers across organizations spend 90% of their time nowadays in meetings, on calls or replying to e-mails.<sup>2</sup> They need the support of an engaging collaborative experience to become more involved, engaged, and legendary office leaders.



## Stage presence = Face-to-face teamwork

Stage presence is how the band connects internally and with fans, on stage and remotely around the world. Bring to your team the tools that would let them drive effective face-to-face interactions, access external contacts and find answers and experts fast.

### Teamwork success drivers<sup>2</sup>

72%

Effective communications

68%

External collaboration

56%

Fast access to expert knowledge

## First-class instruments = Effective tools

Successful teams identified video (22%) and web conferencing (17%) as the top two instruments for delivering the most powerful collaboration riffs.<sup>2</sup>

Rock out with CRM. According to survey respondents, CRM is the system that benefits most from integration with collaboration technology, followed by customer support, sales and marketing.<sup>2</sup>



Customer support  
57%



CRM  
69%



Sales and marketing  
51%

## Stellar compositions = Amazing content

Set the stage with video calling, real-time messaging and file sharing on dedicated work spaces to help you create instant content hits that inspire your teammates to collaborate like rock stars.



### Ready to rock and roll?

- 1 Cisco Spark for Salesforce adds video calling, secure messaging, linking group messages to records, and other essential collaboration tools to your Salesforce environment.
- 2 Administrators can enable it within minutes with no need for development.
- 3 Get started today for FREE at [cs.co/spark-sfdc](https://cs.co/spark-sfdc).

Sources: 1 [blog.hubspot.com/sales/sales-statistics](http://blog.hubspot.com/sales/sales-statistics)  
2 Cisco-sponsored HRB study available at [engage2demand.cisco.com/betterteams](http://engage2demand.cisco.com/betterteams)