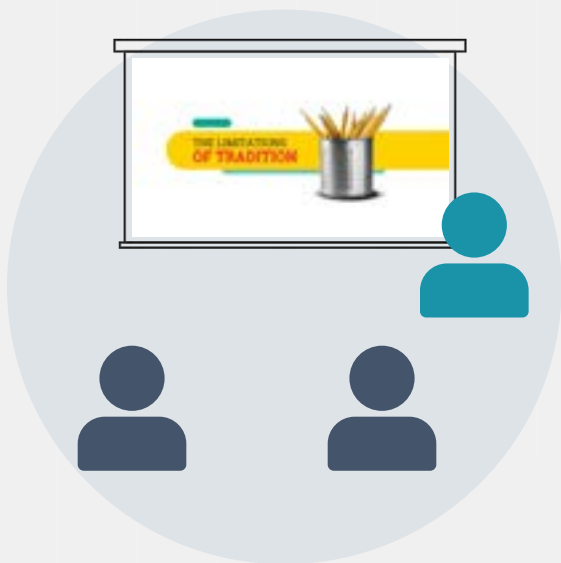


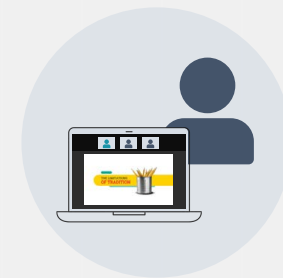
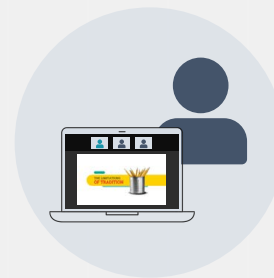
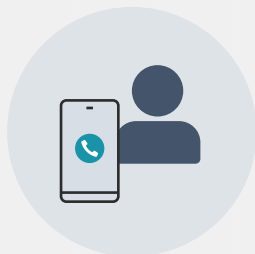


your audience's
brain on digital

**face-
to-face**

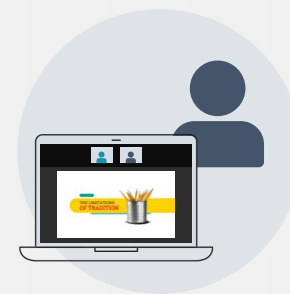
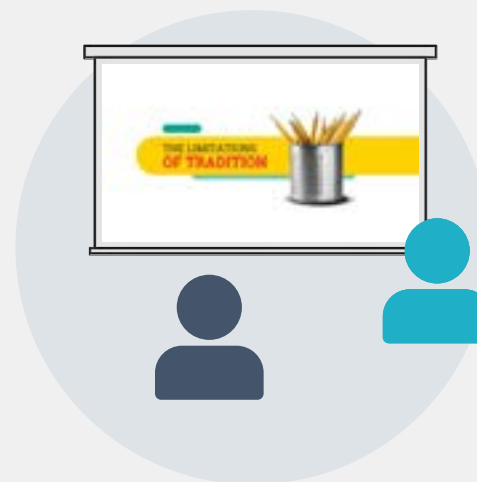


phone

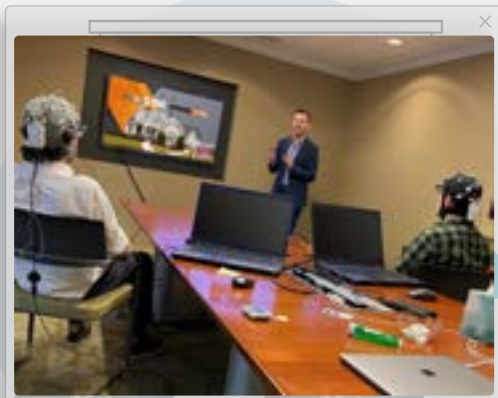


virtual

hybrid



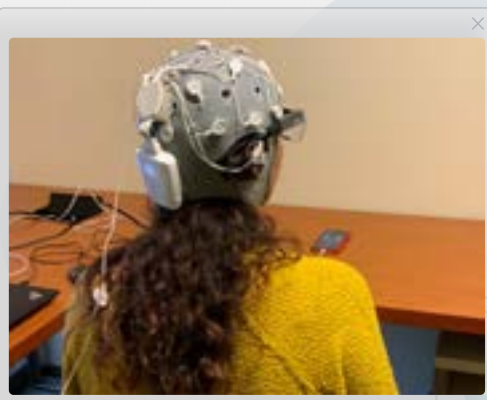
study set-up



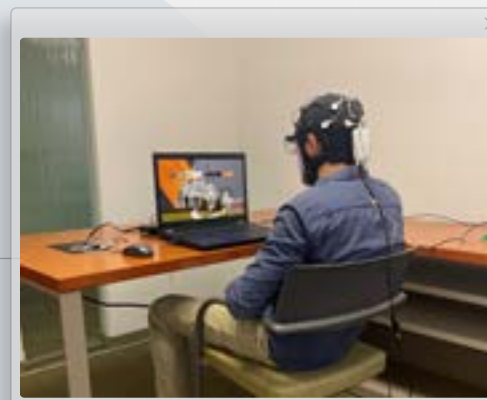
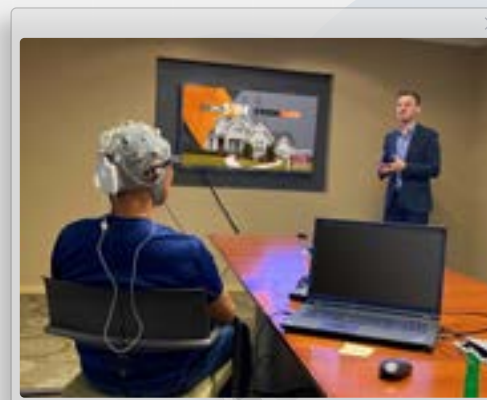
face-to-face



virtual



phone



hybrid



studying your audience's *brain*

Attention

Arousal

Valence

Working memory

Fatigue

Motivation

Long-term memory



EEG

ECG

Eye tracking

GSR



one presentation, four modalities



face-to-face



virtual



phone

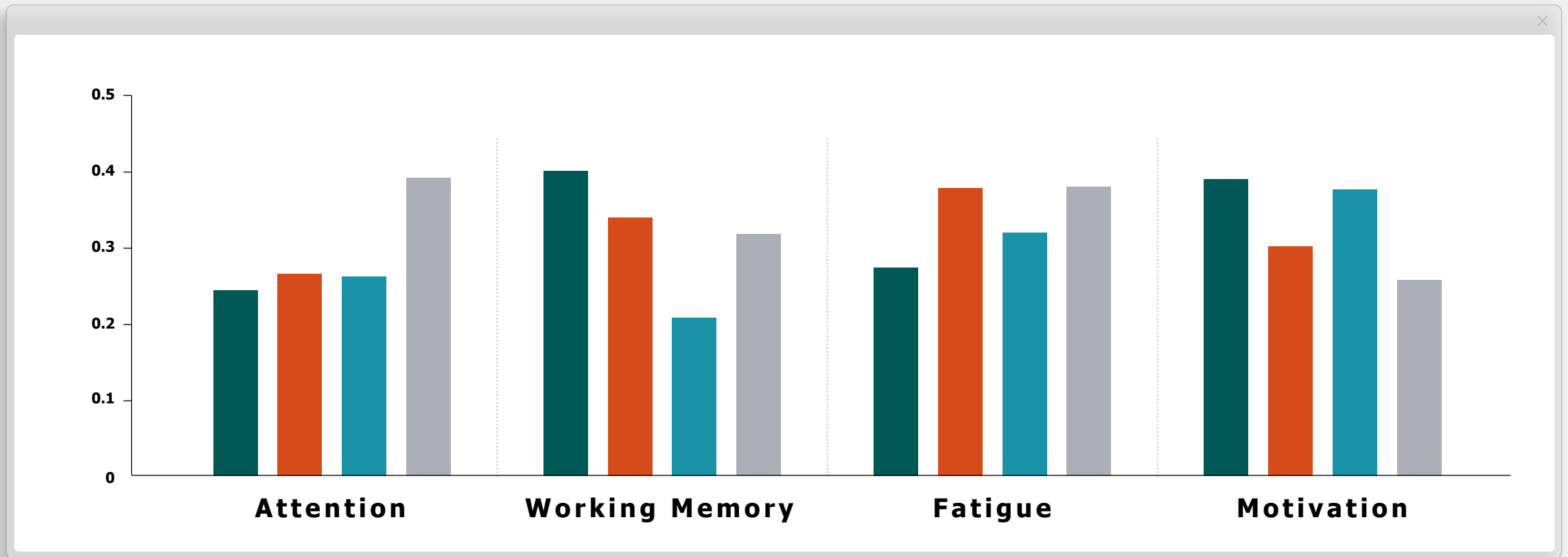


hybrid



one presentation, *four* modalities

cognitive neuroscience

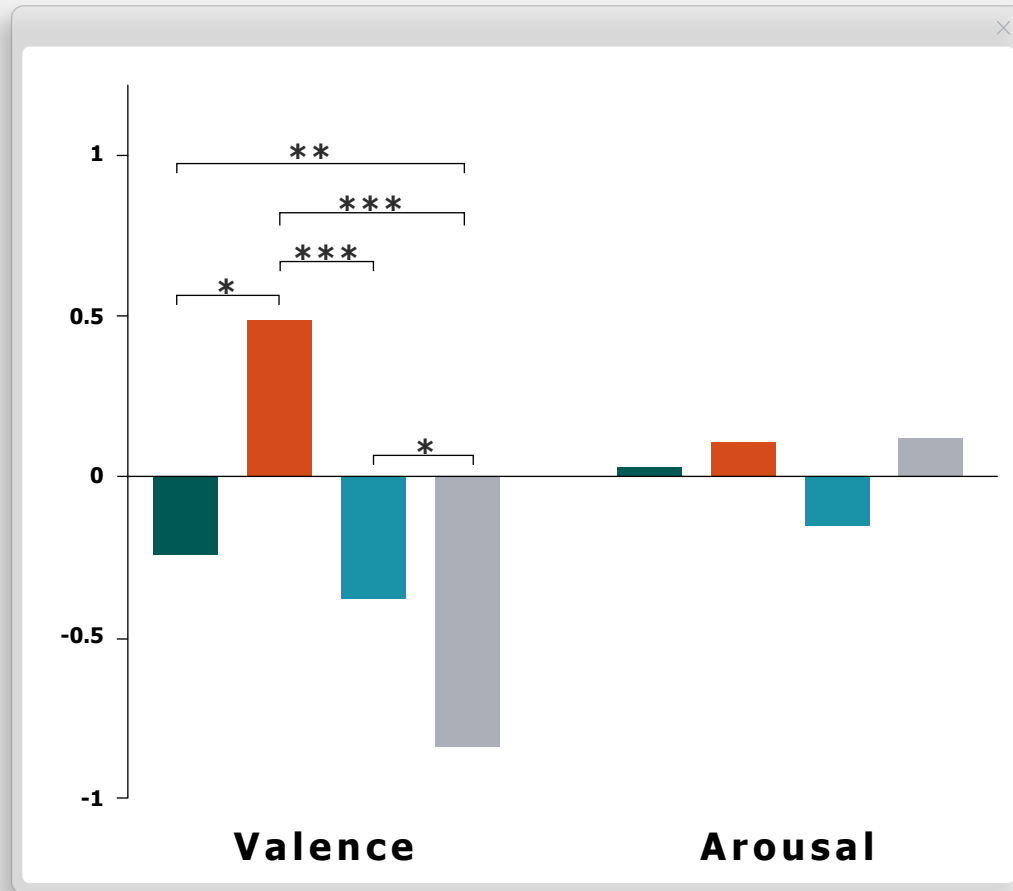


● Phone ● Virtual ● Face2face ● Hybrid

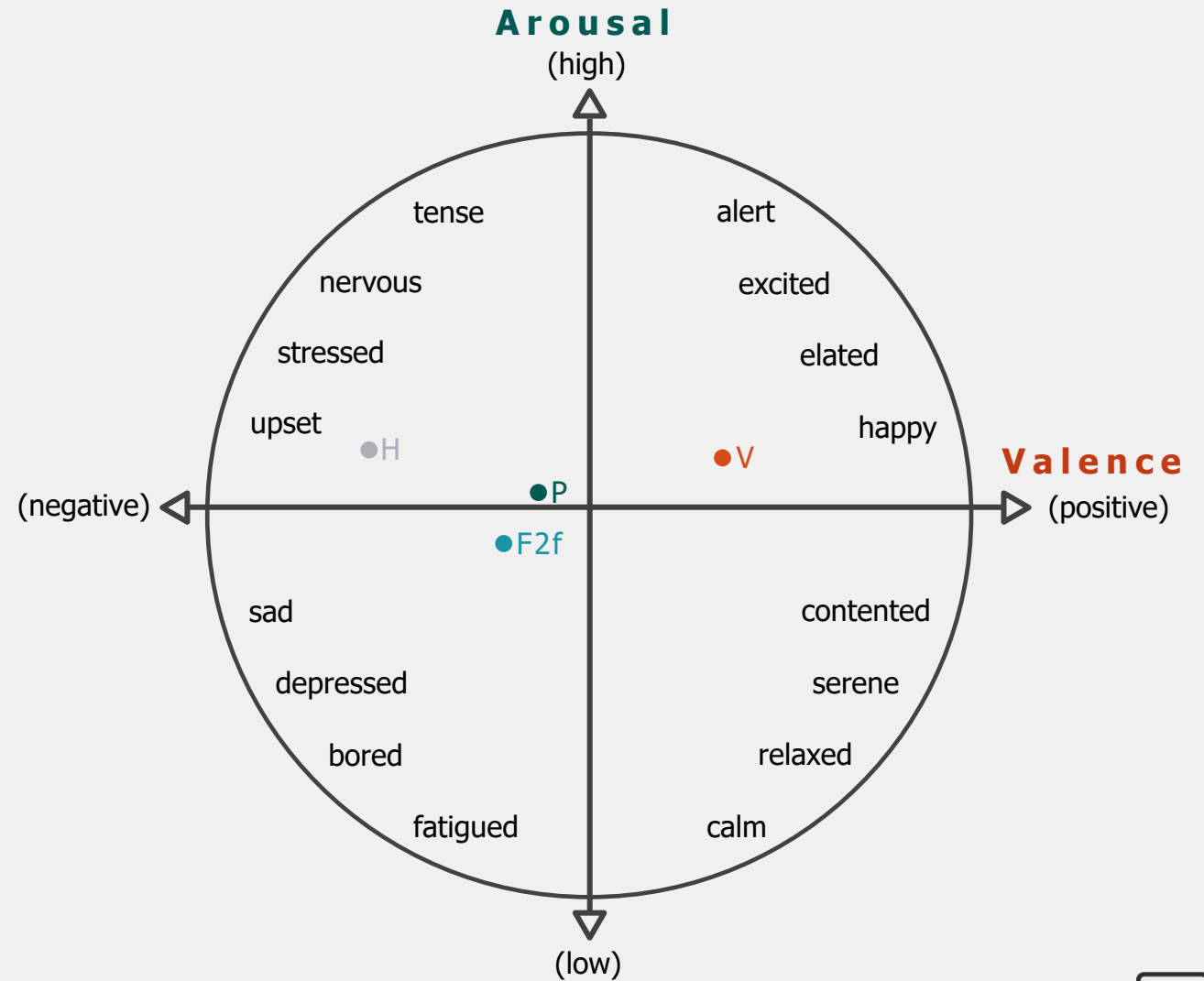


one sales pitch, four modalities

Affective neuroscience

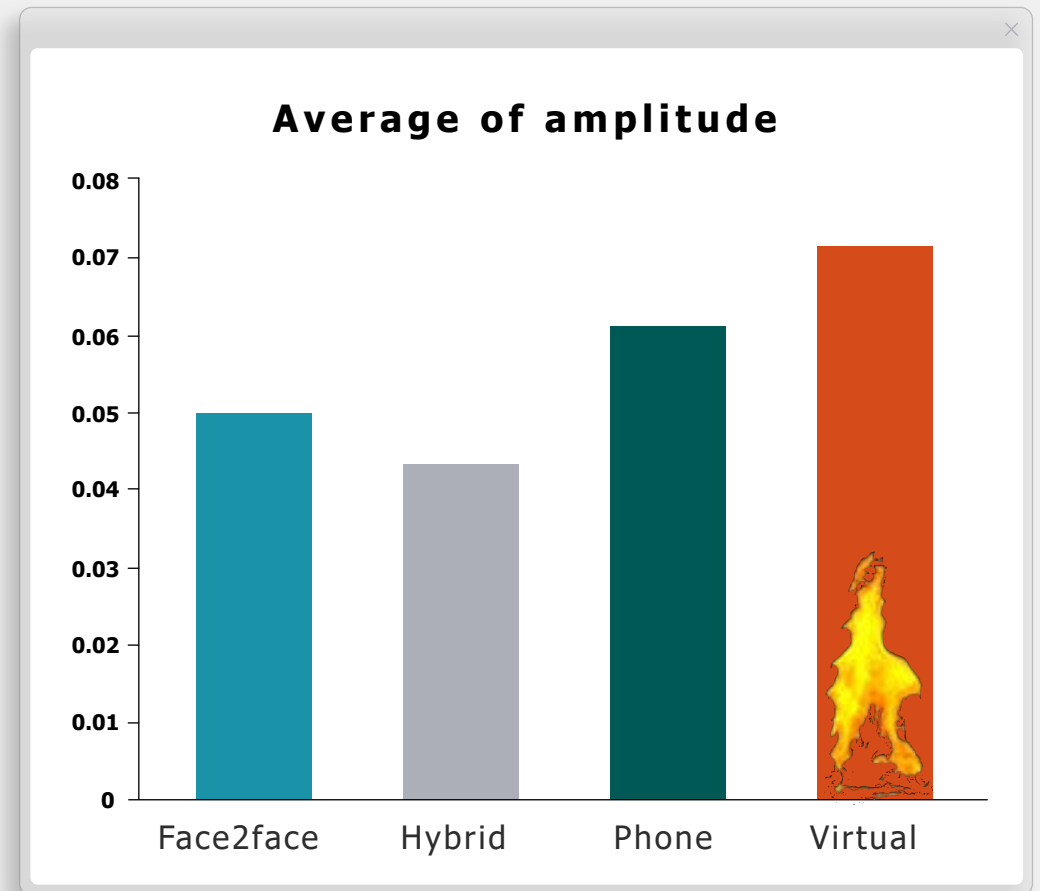
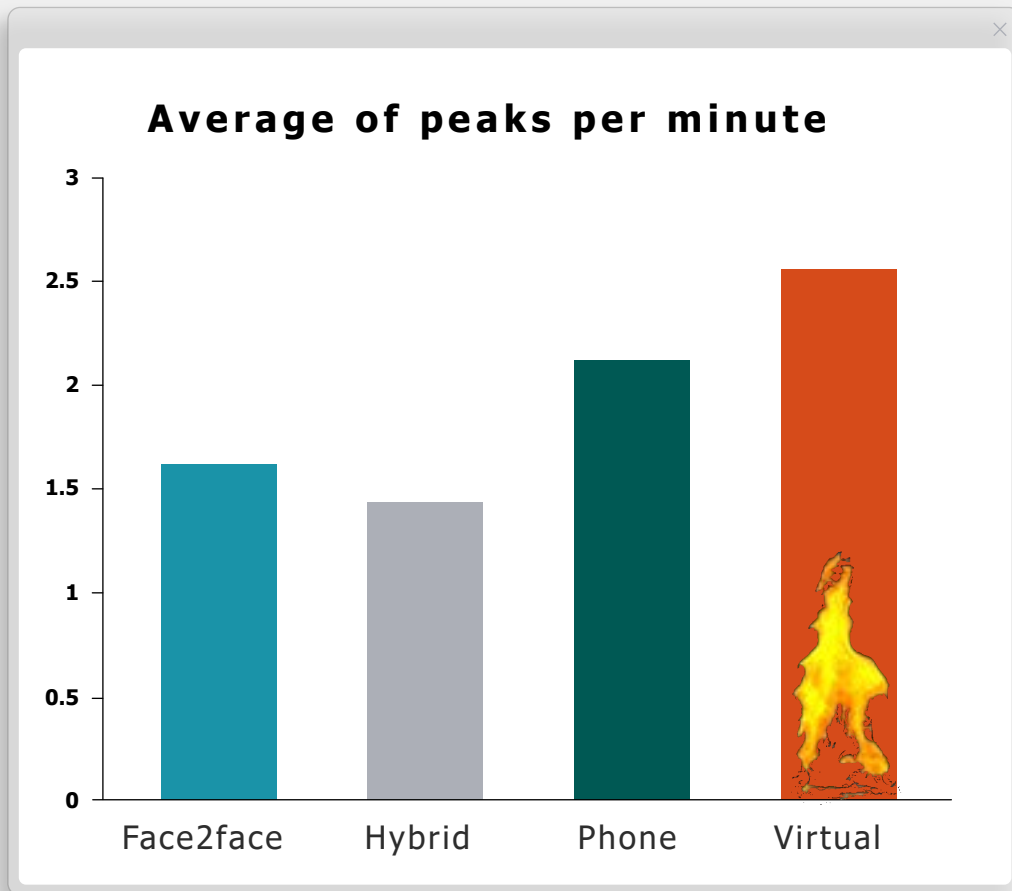


● Phone ● Virtual ● Face2face ● Hybrid



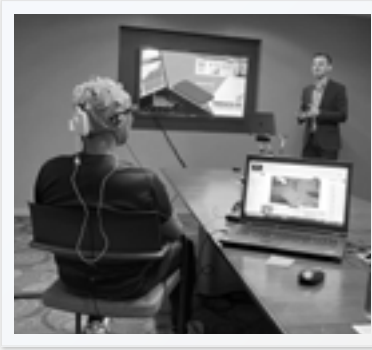
GSR signals confirm more

excitement for the virtual group



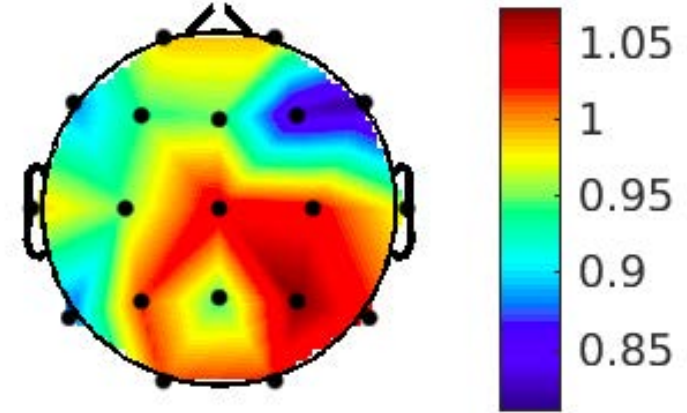
withdrawal
behavior for the

hybrid group



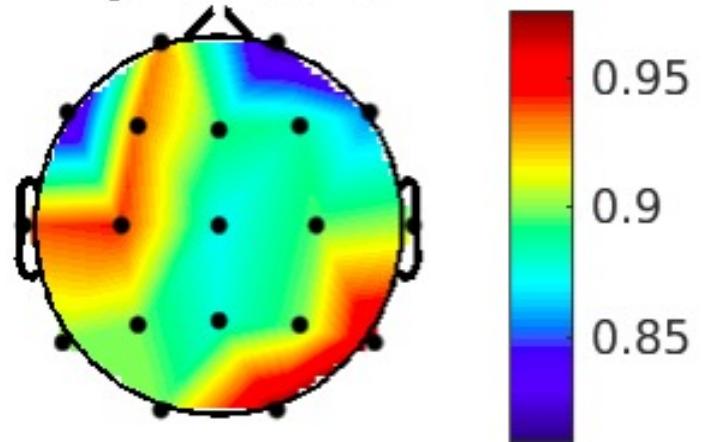
Hybrid
Face to Face

Alpha band



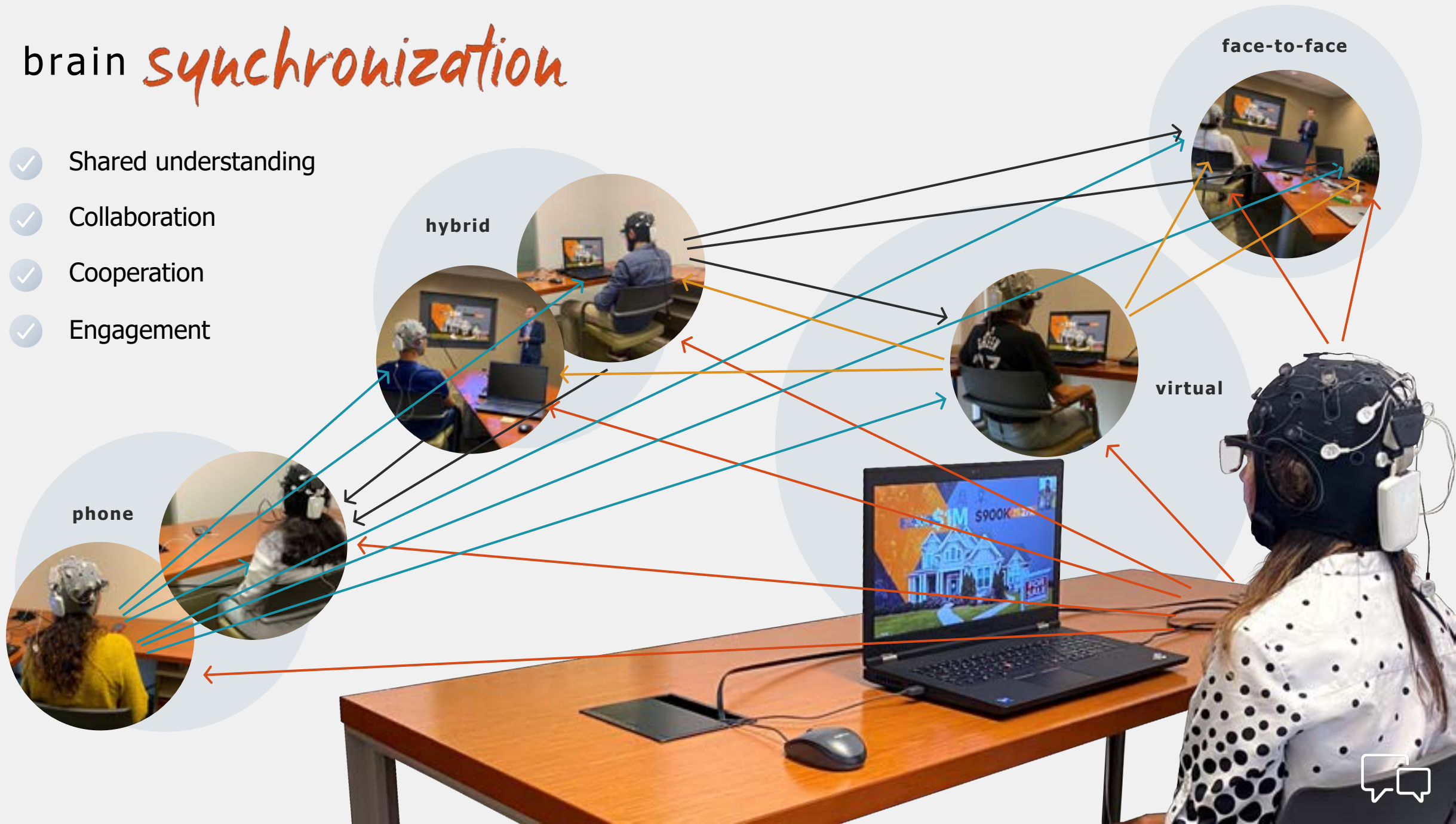
Hybrid
Virtual

Alpha band

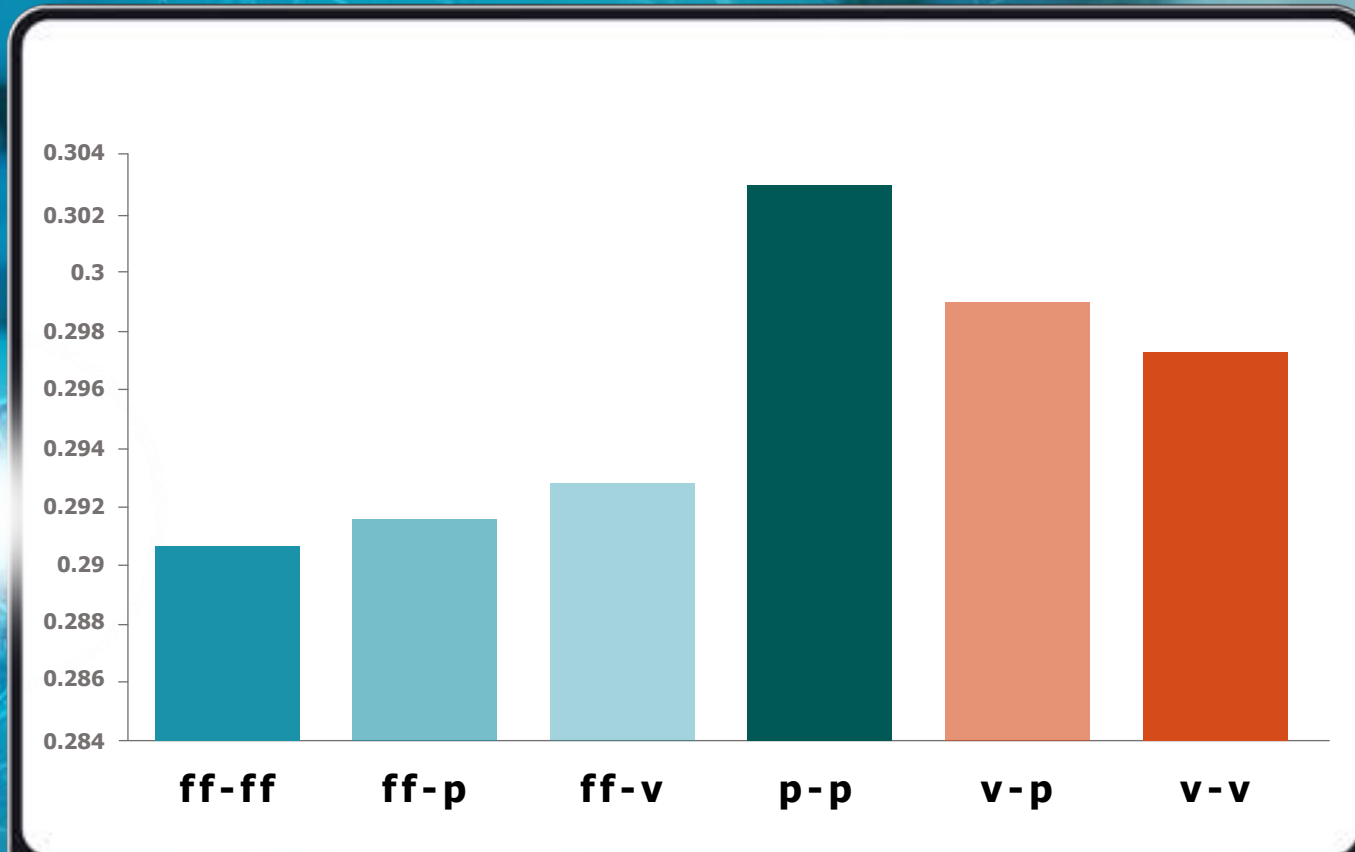


brain *synchronization*

- ✓ Shared understanding
- ✓ Collaboration
- ✓ Cooperation
- ✓ Engagement



which modality leads to
better brain *synchronization?*



choose *virtual* over hybrid



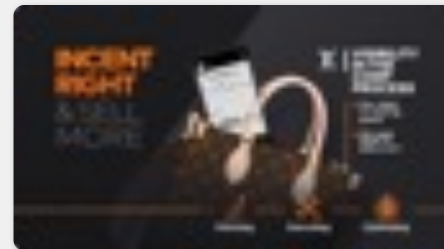
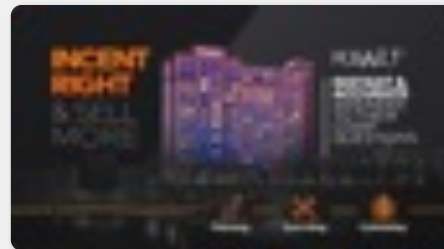
Go fully virtual
for high level sales
presentations



what elements

should you include to use **1 file across modalities**?

one presentation,
four modalities



what elements

should you include to use **1 file across modalities?**

1

Clear and repeated 10% message



remembering the *main message*

IDEAL

**Align corporate goals
with sellers' goals**

Incent right to sell more



DID REMEMBER

Ensure that your sales reps' goals are aligned with your own so that you can motivate them to sell more.

That this software/service provides companies and their sales personnel a novel way to track compensation and boost sales.

Xactly helps find a way to incentivize employees and to reach an overarching common goal and drive sales

How to align company goals with employees' goal by compensating employees the right way



remembering the *main message*

IDEAL

**Align corporate goals
with sellers' goals**

Incent right to sell more



GIST MEMORY

Getting the right compensation
is very important.

Making tracking
compensation easier

How we can make compensation system easy
for any companies by providing the solutions

This software solution provides more
intelligent approach to sales comp



memory for *supporting points*

3 PHASES:

Planning

Executing

Optimizing

- ⊗ Planning. Designing. Executing.
- ⊗ I know it started with a P. E. O.
Planning? E? Optimize?
- ⊗ Organize, Analyze & Act
- ⊗ Automate, Collaborate, Enhance
- ⊗ Assessment, design, and implementation
- ⊗ Assess produce evaluate
- ⊗ Assessing, design, implementing
- ⊗ Measuring, strategy, improvement
- ⊗ Performance, opportunity, expandability
- ⊗ Forecasting, execution, and... commission?
- ⊗ Compensation, Bonuses & Benefits
- ⊗ Initial Investment, Recurring Revenue,
Termination Fees



Last slide, Virtual



Last slide, Hybrid Virtual

“ I hope you will be open to another discussion where we can talk about these 3 phases of sales performance, **planning**, **executing** and **optimizing**, in more detail. ”

Last slide, Face-to-face



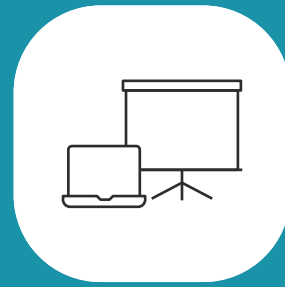
Last slide, Hybrid Face-to-face



choose virtual over hybrid



Go **fully virtual**
for high level sales
presentations



Design a
presentation that
**works across
modalities**

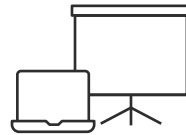
- Clear and repeated 10% message (3 times verbally and 7 times visually)
- Slides that follow universal design rules (contrast, balance, unity, proximity)
- Combination of logical and emotional language permeating through the script
- Language that builds mental pictures
- Harnessing complexity
- Fast paced (average of 33 animations per slide, a slide change every 30 seconds)



choose *virtual* over hybrid



Go fully virtual
for high level sales
presentations



Design a
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