

WEBINAR:

Selling To The Mid-Market & Enterprise Customer

Insights From A Top B2B Channel Analyst

Join us for our webinar “Selling to the Mid-Market & Enterprise Customer” with our guest, Forrester Analyst, Jay McBain, and Michelle Accardi, President and Chief Revenue Officer at Star2Star.



Thursday, October 17, 2019

2:00pm EDT/11:00am PDT



Our Discussion

- B2B marketing and selling in the channel through the eyes of a Forrester Principal Analyst
- How to sell Cloud and UCaaS effectively to your mid-market and enterprise customers
- Navigating a customer-centric marketplace and creating the most value for your business and your customers



Why You Should Attend

- Hear a Forrester Analyst’s take on the B2B sales landscape
- Hear from Star2Star’s President regarding our approach to Cloud, UCaaS, and selling in the channel
- Get exclusive, expert insights into the B2B sales process and best practices

**Space Is Limited.
Save Your Spot Today!**

Register Now



Jay McBain,
Forrester Principal Analyst

Jay leads Forrester’s research and advisory for global channels, alliances, and partnerships. He focuses on B2B marketing in the age of the customer; understanding and navigating the complexity of multiple routes to market; ensuring contextual and relevant content to accelerate the indirect sales process; and describing the technology infrastructure to build and support channel relationships.



Michelle Accardi,
*Star2Star President
& Chief Revenue Officer*

As President and Chief Revenue Officer, Michelle’s mission is to inspire and maintain growth for the company and its partners and ensure that customers get significant value from Star2Star’s products and services. Michelle works with the executive leadership team of Star2Star to define long-term vision and operational strategy to assure that growth and market potential are achieved.

Featuring

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