

# Q2 MEA digital selling competition

By: Haley Kitts June 1, 2020 [Featured](#), [General](#)

MEA digital and commercial sellers began Q2 2020 with a 45-day competition to increase usage of their sales tools and build pipeline. Leveraging key IBM and third-party platforms, they identified nearly 300 new opportunities. I spoke with Tamer Arafa, Senior Project Manager & CSA Deployment Lead in MEA to learn more about their success.

## Which tools were used in the competition?

**Cognitive Sales Advisor (CSA):** Sellers took advantage of CSA's product recommendations and custom clients lists to build a prospecting list and identify the right contacts to engage. Additionally, CSA's integration with an email platform made it easy to send emails to those contacts while ensuring GDPR compliance. Even after the competition, the sellers continue to use CSA to follow up by leveraging 360 details about their clients and contacts to evolve the conversations they started, and close deals.

- [Create a custom client list](#)
- [Identify clients to target using product recommendations](#)
- [Create a targeted contact list](#)

**ProspectReach:** Using ProspectReach, sellers sent offerings to the contacts identified in CSA.

**LinkedIn Sales Navigator:** Through LinkedIn Sales Navigator, sellers discovered contacts, saved them as leads, tracked their activities, and shared content to initiate discussions. For other Geos considering a digital selling competition, Tamer recommends that sellers start with a relevant LinkedIn presence, including recent posts about their products.

**EveryoneSocial:** Sellers also leveraged EveryoneSocial to share content and increase their digital footprint.

## What were the results?

The competition generated **295 opportunities valued at over \$26M**, and initiated campaigns that will help build pipeline for 2020. Top individual contributors included:

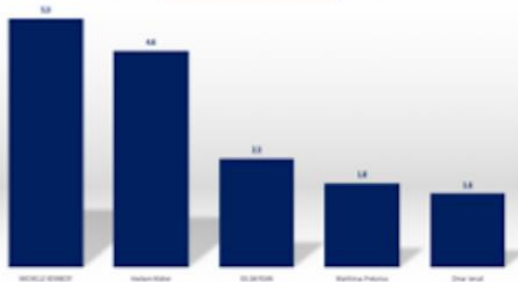
- *Mohamed Hijazi*, who achieved 486% budget attainment and \$3.85M in transactional revenue.
- *Buks Pretorius* with the highest number of digital engagements across tools.
- *Michelle Kennedy* with the highest validated revenue of \$5.6M.
- *Begum Daskaya* who created 23 opportunities.

*North East West Africa (NEWA)* was the top performing business unit, achieving 24% budget attainment and \$2.1M in transactional revenue.

# Digital Selling

VLR

\$26.5M



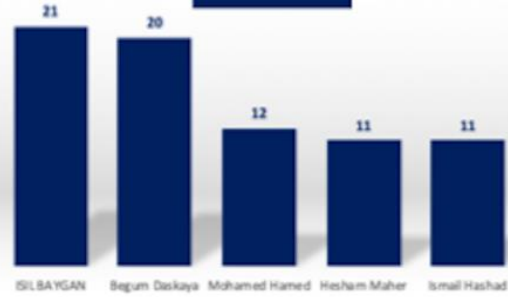
Seller Name	VLR
1 MICHELLE KENNEDY	5.6
2 Hesham Maher	4.6
3 ISIL BAYGAN	2.6
4 Marthinus W Pretorius	1.8
5 Omar Ismail	1.6
6 Ismail Hashad	1.3
7 Marwa Elsharkawy	1.2
8 Begum Daskaya	1.2
9 Mohamed Hamed	1.1
10 Ali Ahmed	1.0

**Michelle Kennedy**



VLC

295



Seller Name	VLC
1 Begum Daskaya	23
2 ISIL BAYGAN	22
3 Ismail Hashad	12
4 Ali Ahmed	12
5 Mohamed Hamed	12
6 Hesham Maher	11
7 Omar Ismail	10
8 Omar Wahba	9
9 Marthinus W Pretorius	8
10 VILDAN MUTLU	7

**Begum Daskaya**



# Digital Engagement

Ranking	Seller Name
1st	Buks Pretorius
2nd	Abdel Rahman Abdel Ghani
3rd	Emre Kiratli
4th	Cihan Durmaz
5th	Khaled Abolsoud

CSA Top5	Prospect Reach Top5	Everyone Social Top5
Abdel Rahman Abdel Ghani	Buks Pretorius	Emre Kiratli
Khaled Abolsoud	Cihan Durmaz	Gulendam Sayin
Burak Vurgun	Begum Daskaya	Ali Ahmed Nabil
Mazen Al Sabbagh	Vildan Mutlu	Vildan Mutlu
Buks Pretorius	Emre Kiratli	Abdel Rahman Abdel Ghani

**Buks Pretorius**



IBM

Congratulations to the MEA Digital Sales & Commercial team!

## Related Links

- [Create an Atlas opportunity](#)
- [Use CSA with SalesLoft](#)