

 smartsheet

ENGAGE 2019

Become a Smartsheet Champion

Paul McGhee & CW Estoff



Certain information set forth in this presentation may be “forward-looking information.” Except for statements of historical fact, information contained herein may constitute forward-looking statements. Forward-looking statements are not guarantees of future performance and undue reliance should not be placed on them. Such forward-looking statements necessarily involve known and unknown risks and uncertainties, many of which are and will be described in Smartsheet’s filings with the US Securities and Exchange Commission, and these risks and uncertainties may cause actual performance and financial results in future periods to differ materially from any projections of future performance or results expressed or implied by such forward-looking statements. Although forward-looking statements contained herein are based upon what Smartsheet management believes are reasonable assumptions, there can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Smartsheet undertakes no obligation to update forward-looking statements except as required by law.

Smartsheet is a registered trademark of Smartsheet Inc. The names and logos of actual companies and products used in this presentation are the trademarks of their respective owners and no endorsement or affiliation is implied by their use.



Paul McGhee

Director of
Sales
Enablement -
Strategic
Accounts



CW Estoff

Customer Success
Manager, Strategic
Accounts



Panelists

- **Ken Hankoff** - *M&A Integration Program Manager, Xilinx*
- **Tygre Morehart** - *Media Designer, McGraw-Hill Education*
- **Mariah Goldsmith** - *Strategic Initiative Analyst, Charles River Labs*

Goals of the session

- To increase your ability to get buy-in from your executive team on Smartsheet
- To define what a mobilizer is and what they find valuable
- To hear first-hand stories from our customer mobilizers to better understand:
 - Change management
 - Value of a mobilizer to an organization
 - Mobilizer impact
- Provide information on how to sign-up for our Mobilizer Program

What is a mobilizer?

A **mobilizer** is someone who can **build consensus** and **drive change**.

There are three types of mobilizers:

- **Teacher:** Explains new insights.
- **Go-Getter:** Energized by new ideas and looks to champion other's ideas.
- **Skeptic:** Analyzes and dissects details.

** Gartner /CEB introduced and defined mobilizers in their book: The Challenger Customer*

Why become a mobilizer?

Transform your business

- Execute your vision
- Share and propagate success
- Connect people / ideas / execution

Realize personal potential

- Get promoted
- Be seen as a leader
- Inspire others

Why was becoming
a mobilizer
important to you?



Mobilizers get promoted



37%

of mobilizers and / or their boss have been promoted due to Smartsheet



94%

of mobilizers believe that Smartsheet contributed to their success



100%

of mobilizers believe that executive engagement is their secret

How did you get executive support?



Mobilizers engage executive leadership by:



Building a
dashboard



Demonstrating
an end-to-end
solution



Communicating
business case

What were the
impacts you
made at your
company?



Mobilizer's businesses achieve more



Better productivity

“Through collaborative working and shared resource thinking, we **saved in excess of 10,000-man hours with over \$5M increase in earnings.**”



Better visibility

“We increased visibility, built a ground up campaign management platform, becoming **80% more accurate on budgeting.**”



Better accuracy

“We've increased financial accuracy by 50%.”

The mobilizer kit

- The [mobilizer kit](#) is a resource hub with:
 - Customizable decks
 - Data sheets and printable visuals
 - Solution value assessment
- 3 distinct audiences with unique resources
 - Executives
 - Across departments
 - Teammates
- Additional information on hosting your own Smartsheet event

Can you share
specifics on
how you used
the toolkit?



Signing up for the kit

Smartsheet Mobilizer Program

Gain exclusive access to a central resource hub where you can find information and customizable content ready to be shared across your organization.

The benefits of joining the program include:

- **Access to a Mobilizer Kit** embedded with tools designed to help you share, expand usage, and drive consensus of the Smartsheet platform in your organization
- **Resources and tutorials** to help you on your pitch to executives so you can successfully gain their support
- **Assets** you can provide your team and organization to ensure they're using Smartsheet to its maximum potential
- **Invitation** into the Mobilizer Community Group
- **Access to the Mobilizer Newsletter** with swag, contests, promotional offers, etc. to our Mobilizer program members

There are two kits - dependent on your role - a general Mobilizer Kit, and a kit geared toward an IT audience. By selecting your role in the form to the right, we'll choose the kit that's best for you.

First Name

Last Name

Work Email Address

Company

Role

Company Size

What is your one piece of advice you would give to another mobilizer?



Q & A



Next steps...

1. Sign-up for the Mobilizer Kit
2. Come to the booth
3. Contact your Smartsheet CSM to make a plan



smartsheet

ENGAGE 2019