SALES ENABLEMENT’S ROLE IN DRIVING SALES FORCE EFFECTIVENESS

Presented by:
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OUR PRESENTER

ERIN O’LEARY

Senior Director, Sales Operations and Enablement

ForeScout
THE DEFACTO STANDARD FOR DEVICE VISIBILITY ACROSS THE EXTENDED ENTERPRISE

Campus
- Network
- Users
- Laptops / Desktops
- Mobile
- IoT Devices

IoT
- Badging
- Virtual Servers

Data Center
- Servers
- Security

Cloud
- Private Cloud
- Public Cloud

Operational Technology
- Physical Security
- Building Automation
- Physical Equipment
- Controller Systems
2000
ForeScout founded and raises $1.5M Series A

2001
ForeScout secures first beta customer

2002
ForeScout ships first product – CounterACT Edge

2006
ForeScout ships first agentless version of CounterACT

2010
ForeScout reaches 100k devices on a single network

2014
ForeScout reaches 1M devices on a single network

2015
ForeScout raises $80M Series G at $1B Valuation

2017
ForeScout lists on NASDAQ as FSCT
Move the Middle

*Improve time to productivity and increase productivity of sales reps*

FOCUSED GTM

SALES PROCESS

SALES ENABLEMENT

Yesterday | Today | Tomorrow

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ForeScout
30B CONNECTED DEVICES BY 2020

18B CONNECTED DEVICES TODAY

500M CONNECTED DEVICES 2008

VOLUME & DIVERSITY OF DEVICES EXPLODING

Market
Product

Transforming Security Through Visibility™

Our Product Vision

THE DEFACTO STANDARD FOR DEVICE VISIBILITY ACROSS THE EXTENDED ENTERPRISE

- Campus
- IoT
- Data Center
- Cloud
- Operational Technology

- Network
- Physical Access
- Devices
- Users
- Viaduct
- IoT Devices
- IoT Security
- IoT Access
- Cloud Security
- IoT Cloud
- Cloud Access
- Operational Equipment
- Cloud Automation
- Controller
- Controllers
Define the sales process and engagement model

Sales Process

Lead Gen

Validate
Discover
Present
Prove
Propose
Negotiate
Close
Deploy

Growth

Sales Rep

Sales Engineer

Deal Desk

Prof. Serv.
Redefine and simplify the sales process and engagement model

Simplified Sales Process

1. Qualify
2. Present
3. Prove
4. Propose
5. Negotiate

- Sales Rep
- Sales Engineer
- Deal Desk
- Prof. Serv.
Opportunity management tools to inspect the sales process

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<th>Opportunity Qualification</th>
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Sales Enablement

Accelerate the sales cycle and time to rep productivity to help win more deals

TOOLS

TRAINING

TECHNOLOGY

Sign up for FCSP 1.0

Command
Sales Insights

Success Stories

Q-Update

Sales Concierge

ForeScout Sales Concierge

MindTickle

ForeScout MindTickle
Metrics that Matter

2018 Big Rocks – Sales

<table>
<thead>
<tr>
<th>Big Rocks</th>
<th>Measurable Goals</th>
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<tr>
<td>1 Best the Bookings Plan every quarter</td>
<td>• At or above plan each quarter</td>
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<td>2 LAND: Significantly increase velocity of Net New Logos acquisition</td>
<td>• XYZ net new logos in FY18</td>
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<td>3 EXPAND: Institutionalize our updated sales process with a strong focus on Orchestrations</td>
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<td>4 COMMAND: Implement phase 2 of the enablement program</td>
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<td>5 Gain leverage by executing our global sales and Program</td>
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What’s Working

What’s Not

Keep An Eye On...

KPIs

- Net New Logo Count YoY
- Expansion Bookings YoY
- Current Module Attach Rate
- Module Attach Rate YoY
- Current Services Attach Rate
- Services Attach Rate YoY
- Deal Reg Bookings in 000s
- Deal Reg Count
- FCSP Participants in % of sales
- % of sales passed FCSP
What’s Next

**Enablement**
- Value Based Messaging
- Sales Coaching
- Role-based Enablement Tracks

**Operations**
- Territory & Account Scoring
- Assessment, segmentation
- Sales Plan Tool

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Sales Plan

Territory

Recommended Quota

Accounts
Q & A

PLEASE BE SURE TO SPEAK INTO THE MICROPHONE. WE’RE RECORDING!

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