



From Dealbreaker to Dealmaker

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Speakers



Halsey Bertenthal

Senior Legal Counsel
Optimizely



Chris Young

General Counsel
Ironclad



Cecile Quesada

Contracts Manager
Namely

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Legal and Sales

— The Relationship



What is your approach
to partnering with sales?
How do you build this
relationship?



How do you train new
sales and legal team
members to work with
each other?



How can executive
leadership work together
to maintain a strong
relationship?

Checks and Balances

— Aligning with Sales



What are some of the biggest challenges for Legal as it relates to partnering with sales?



How can Legal work with sales to align priorities?



How involved should Legal be with sales planning?

Fast-tracking Sales

— Speed and Compliance



How do you strike the right balance between speed and compliance?



Do you have best practices for instilling a “compliance mindset” across your business?



What role does technology play in ensuring compliant sales workflows?

The Playbook

— Sales and Legal Partnership



Understand the risks siloing your sales and legal teams

- Inefficient use of your legal resources can slow down sales process, contribute to frustration and increase outside counsel costs.

Build relationships

- Establish and maintain regular cadences of sales and legal leadership meetings and train new team members on best practices for Legal and sales partnership.

Align your priorities

- Provide clear guidelines for sales and get involved in contract negotiations early and often.

Streamline your contract reviews

- Set SLAs for legal review and regularly prioritize agreements in pipeline.

Q&A