

Set your Sales Team up for Success. Give them Sales Playbooks & Analytics.

Today's buyers are savvier than ever. Are your reps ready to sell to them? Are they prepared to have the meaningful conversations required to move deals forward? Do they know when and how to use the tools you've given them so they can be the "trusted advisors" buyers expect?

With Qvidian interactive Sales Playbooks & Analytics, you can make sure that everyone on your team has what they need to sell—when and where they need it.

Sales Playbooks arm Salespeople for Maximum Performance

Qvidian is the only on-demand sales enablement application that provides interactive Sales Playbooks made up of situation-specific content, messages and tools, all where your reps work their deals – in Salesforce.com or Oracle CRM On-Demand.

Qvidian's Customers use Sales Playbooks to:

- ◆ Get new reps productive quicker
- ◆ Achieve revenue from new and acquired products faster
- ◆ Increase deal sizes in cross and up-sell opportunities
- ◆ Attain greater forecast accuracy

Sales Playbooks help you Achieve Greater Productivity by:

- ◆ Driving a repeatable sales process across your entire organization
- ◆ Providing your reps with what they need to sell in the context of their deals
- ◆ Giving reps situation-specific coaching throughout the buying process

1: Sales Playbooks are served up within opportunities, leads and accounts in your CRM

2: Create a variety of sales playbooks for your different selling scenarios

3: The right Sales Playbook for the current selling situation is recommended to your sales reps

4: Activities can be anything a salesperson needs: documents, presentations, links to URL pages, links to other systems, podcasts, webinars, training and other multimedia

"This is what's missing in Sales Force Automation. It should be the number one thing people want for their salespeople."

Denis Pombriant
Beagle Research

Sales Playbook Analytics provide Actionable Insights to all Stakeholders

When your team uses Sales Playbooks, you get unique insights for multiple stakeholders that uncover how people, processes, activities and content impact the buying cycle. By correlating Sales Playbook activity with pipeline and CRM analytics, you'll be able to optimize sales performance like never before.

With Qvidian Sales Playbook Analytics you will:

- ◆ Discover what the best sales performers are doing in winning sales engagements
- ◆ Identify activities that advance an opportunity to close
- ◆ Proactively coach sales reps when it could make all the difference
- ◆ Identify and eliminate choke points in the sales cycle
- ◆ Uncover whether deals are over- or understated based on activities completed

1: How long are key sales activities taking to complete? Are there any bottlenecks in the sales process that we need to address?

2: When certain activities are completed, do we win or lose the opportunity? Which marketing assets help us win? Are they even being used?

3: Are my sales reps using the playbooks & following the sales process? How far along in the playbooks are they in relation to the close date?

4: Are there sales reps who are trending toward overstating or understating opportunities?

5: How are the reps doing on new product launch playbook, or a cross-sell playbook?



Find out how Qvidian can help your sales organization confidently engage prospects and win more often.

call: 877.523.4368