

## Locate, Personalize, and Deliver Your Best Sales Materials.

Content Library users have immediate access to a library of accurate, approved content that can instantly be personalized, packaged, and then delivered to a recipient or simply downloaded to the user's desktop. Content is uploaded into the Content Library, which users can access from anywhere via their web browser. Users perform familiar "Google-like" searches to locate relevant content items or subject matter experts. Retrieved content can be immediately downloaded or added to a Content Library Project.

### Content Library Arms Your Team for Maximum Performance

Improve conversations with prospects by allowing sales professionals to access expertise and know-how before engaging in dialogue while giving Marketing the confidence that users deliver accurate, approved content with consistent branding.

Qvidian's Customers Use the Content Library to:

- ◆ Quickly locate relevant sales content
- ◆ Personalize content to improve persuasiveness
- ◆ Locate subject matter experts
- ◆ Share feedback between sales & marketing

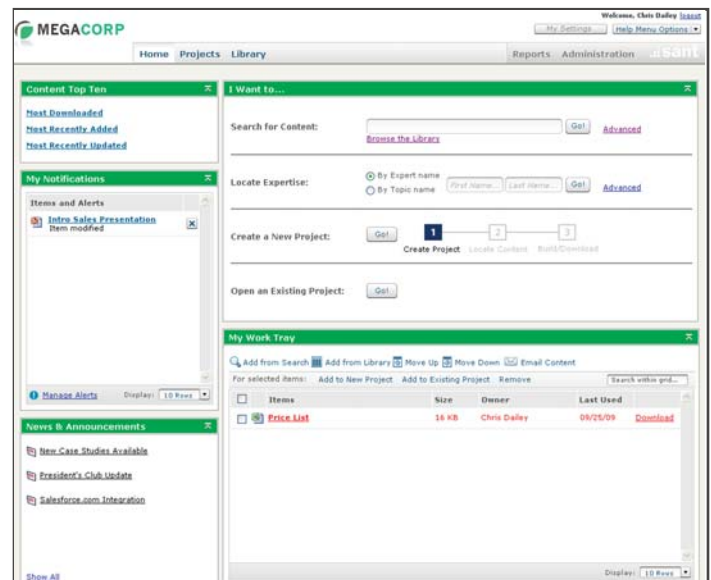
Content Library can Help You Achieve Greater Productivity:

- ◆ Your direct and indirect sales teams will locate, personalize, and deliver relevant sales materials, quickly and easily.
- ◆ Intuitive search results allow users to view related items, subject matter experts, comments, star ratings, and more. Users can preview, download or email the content item with a single click.

Improve conversations with prospects by allowing sales professionals to access expertise and know-how before engaging in dialogue

Built-in reporting and metrics provide a feedback loop to enable marketers to track content usage and optimize its effectiveness over time

Deploy Content Library in 30 days or less without corporate IT involvement, and with minimal end-user training



"Sales reps spend 13 hours per week searching for content and creating documents."

IDC



## Content Library Provides Actionable Insights to Stakeholders

When your team uses Content Library, you get unique insights that uncover how people, processes, activities and content impact the buying cycle. By using this feedback loop you'll be able to optimize performance like never before.

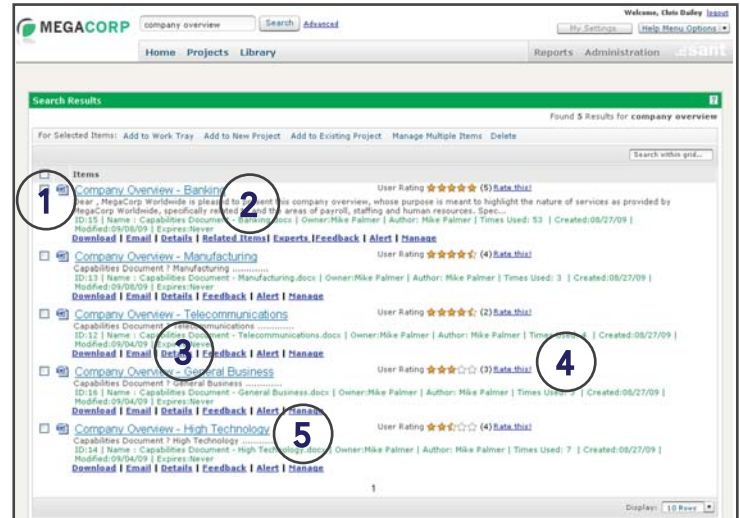
1: Content Library leverages index-based searching to provide users with fast, relevant search results. All content is automatically indexed when uploaded

2: When the user clicks the Related Items link, they are presented with content that is related to the item they are currently viewing

3: Content can be sent as a link, rather than the document itself, to recipients

4: Users can rate content and provide comments directly back to owners.

5: Preview documents right from the search grid



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

call: 877.523.4368