

SALES PLAYBOOKS

CAPTURING NEW BUSINESS



Closing the Gap Between Buyer Needs & Sales Alignment

FOR NEW PRODUCT & SERVICES

- Align content and process to buyer stages and deal outcome to help sales teams present greater value
- Contextual deal specific guidance
- Improved consistency of proposal quality and output
- New product positioning templates
- Value-based content creation



"Qvidian takes insights turns them into action for our sales team"

- Marketo

BETTER COMMUNICATING VALUE OF NEW PRODUCTS

The buying environment has changed, and today's buyers are much more informed before even speaking with your sales teams. Your sales teams need to provide relevant and greater value in order to differentiate. However, over **58% of buyers disengage with sales teams and stay with the status quo**. The number one reason why buyers disengage – because sales did not present value effectively or were not aligned specifically to buyer's business challenges, especially when launching new products and services.

Qvidian Sales Playbooks offers a dynamic framework that delivers intelligent guidance, sales best practices, and selling content aligned to buyer stages and tailored to each unique selling situation—all right where salespeople are familiar, within your CRM.

ALIGN TO BUYERS WITH CONTEXTUAL GUIDANCE

Sales Playbooks intuitively associates content and resources directly in the selling process with contextual guidance to help sales teams better differentiate and align with buyer's business challenges.

Advanced Technology

Qvidian provides the most advanced sales playbooks solution that is deeply dynamic to adapt instantly to changing selling situations. The solution is content, process, and tool agnostic to leverage your current investments, and is intelligently guided to direct sales teams while educating and coaching on new product and service offerings.

Expert Strategic Services

Our strategic services team provides expertise and best practices for deploying and being successful with sales playbooks, and also offers services for new product positioning templates and industry benchmarking.

Better communicating value of new products in the selling process is the difference between winning and losing



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Find out how Qvidian can help your sales organization better communicate value to capture new business:

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MORE AGILE WITH SALES PLAYBOOKS

Dynamic

Static solutions that force sales teams to search for resources are not dynamic enough to make sales teams successful. Qvidian Sales Playbooks is deeply dynamic enabling organizations to easily adjust selling conditions to automatically change selling guidance and content based on multiple trigger events in the selling process including highly competitive situations.

Agnostic

Qvidian Sales Playbooks is completely process, methodology, content, and tool agnostic, meaning organizations can leverage existing investments without disrupting the sales process. More so, content and resources can remain where they reside today, while centralizing them directly in the Sales Playbook. This make it much easier for marketing and other groups to manage content and resources.

Insight

Qvidian solutions include a comprehensive level of analytics and reporting that provides new insight into what is actually happening with your sales team, while quickly identifying what's working and what's not. Have more confidence in your forecasts, and know pipelines are more accurate.

DELIVERING GREATER VALUE WITH STRATEGIC SERVICES

As your long-term trusted partner to ensure success, Qvidian provides expert services before, during, and after deployment.

Assessment

During initial assessment, our team offers pre-launch strategy reviews, process mapping, initial orientation, and baseline benchmarking services.

Enablement

During the enablement phase, we offer expertise in best practices, advice on optimizing processes, and help in defining your success metrics.

Adoption

After rollout and during the adoption phase, your team will have a dedicated expert advisor to ensure teams are leveraging needed resources, and will also provide regular health check reviews to help guide effectiveness.