Wondering if your organization needs a sales enablement?

Check how your sales process works with this flowchart and find out

Do your sales representatives find it tricky to locate relevant content?

Yes

Is your content conveniently housed in one place?

No, we use multiple content storage solutions

Storing your content in places like GDrive or SharePoint can make it hard to say organized with endless buckets of content to sort through. Sales enablement tools like Showell can help ensuring only making the most up to date content available.

Never heard any complaints

Is your marketing team privy to what content your sales reprentatives use regularily?

Yes

Can marketing teams automatically remove outdated content and easily notify sales representatives when new content arrives?

No, we have to do it manually

Manual content management can eat up unnecessary amounts of time. It can also lead to content going unused and inconsistent sales performance. Do you face any of these issues?

If yes, then you might facing one or more of the following issues

A misaligned sales team is as good as a bull in a china shop. If your salespeople aren't on the same page, there's no way your customers will be. Here's how to ensure consistency throughtout your sales network.

Continually creating content that goes unsed by sales representatives is a waste of everyone's time. Here's why your marketing collaterals may be falling flat and how to pivot.

Experiencing a sales performance lull and don't know why? Here are some bottlenecks you might have missed entirely.

No

Yes

Do your sales representatives have to swap from presentation, to website, to rendering to another?

No, we have it all set up neatly so sales representatives present effortlessly under one ecosystem

Yes but that's the way it's always been done, right?

The modern sales enviroment calls for modern tools! How you present is on par with what you present. This is why Digital Sales Rooms are vital to optimizing engagement, allowing for flawless presentations under one platform. Book a demo with us and see Showell's Digital Sales Rooms in action!

Do your sales representatives know how customer's engage with the content they shared?

Of course

You're ahead of the game! Looks like you're on the right track with sales enablement. We do have a few more tricks up our sleeves that would further help you to streamline sales. Talk to our consultants to find out more!

We don't have that kind of visibility

Data drives impactful change in businesses; without it, you're shooting in the dark. Tracking data gives your greater visibility on customers, and what it is exactly they want. See what Showell Analytics can tell you about your prospects.

No

Do your sales representatives creative their own content instead of utilizing marketing's collaterals?

Yes

Don't underestimate the power of consistency! Inconsistent content rattles trust and leaves the wrong impression. Here's why being 'on brand' gives you an edge over your competition and creates staying power.

Never

Is it easy for your sales representatives to share large files and documents in varied formats?

Yes, we have everything set up so it's easy to share

No, we struggle with large files and different formats

It's not just what you share, but how you share it! The easier it is for porspects to receive presentations, the better. With Showell you can increase efficiency by removing the hassle of having clients download specific softwares just to view an obscure file type. You'll see greater customer satisfaction, engagement, and conversions this way.

showell