

# Empower Sales & Marketing Alignment

SalesHive Sales Enablement App is a global solution that drives your marketing team to effectively deliver powerful content and your sales team to engage with customers and offer an interactive personalized customer experience.



## WHY COMPANIES NEED SALES ENABLEMENT?

Does your company have these problems?

- Your marketing & sales teams are not BFFs
- You don't have an overall visibility on your marketing collateral, market insights and competition profiles
- You spend money creating marketing materials that your sales team don't know they exist
- Your sales team spend a lot of time trying to find or re-create content
- Your sales team cannot answer all your prospects inquiries without referring to someone else
- You spend tremendous amount of time passing the knowledge to new team members

With SalesHive Sales Enablement App:

- Marketing and sales teams collaborate more than ever
- Marketing and sales information are consolidated under one platform
- Market insights and industry news are available in live feeds
- Competition information are instantly up-to-date
- Your marketing team can prepare their marketing plans swiftly
- Your sales team offer your prospects a personalized and interactive experience
- Your sales team can access needed materials on the go in offline mode
- Your new employees can access and learn all about your organization, products and brands

## BENEFITS

### FOR MARKETING

- ✓ **Manage**, organize and control marketing content effectively
- ✓ **Centralize** access to all sales and marketing collateral
- ✓ **Give** your sales team consistent content materials to sales teams
- ✓ **Train** your marketing team in no time
- ✓ **Integrate** with SalesHive Digital Asset Management solution

### FOR SALES LEADERSHIP

- ✓ **Increase** productivity and speed up sales cycle
- ✓ **Access** materials anywhere you are
- ✓ **Convert** with a personalized, one-on-one customer experience
- ✓ **Increase** accuracy when forecasting
- ✓ **Train** your sales team in no time
- ✓ **Integrate** with CRM/ERP for more insights

## FEATURES



### ENTERPRISE READINESS

- Intuitive user interface
- Instant alerts
- Unlimited Users



### SEAMLESS INTEGRATION

- Integrates with other marketing tools through APIs



### ACCESS & SECURITY

- Expandable with full access control
- Data protection and control



### LIVE DATA

- On the go online and offline
- Through RSS for Industry News and Market Insights

## TECHNOLOGY USED



## CONSULTANCY SERVICES

Besides our comprehensive product portfolio, we can also consult and help you analyze your business needs and requirements to better tailor our solutions to your needs. Consultancy services focus on helping you:

- Define your business requirements
- Propose solution host in relation to infrastructure and budget
- Propose optimized solution to customize the app and integrate with other tools
- Propose hardware needs in relation to infrastructure, process and budget
- Define your technical pre-requisites
- Define the DAM infrastructure
- Recommend devices
- Analyze available marketing collateral
- Propose and develop marketing materials in-line with set strategy