

# SalesEASE – Bundles

Our most popular services are ready to go – and empower your teams.

Digital Playbook	Digital Sales Room	Digital Ecosystem
No more PDF's! Empower your sales & marketing teams in a digital world.	Share resources, plans, and engage whilst delivering a measurable, consistent, branded experience.	Increase revenue growth and maximise the impact of your ecosystem.
Ensure they always have the right messaging, context, and latest content to supercharge customer conversations.	Collaborate, co-create, and accelerate the sales cycle. Bring buyers and stakeholders together in a single, interactive, AI powered, B2B sales room.	Collaborate with partners and stakeholders on training, propositions, bids, sales strategies and MDF opportunities that unlock new revenues. All with shared analytics and joint actionable insights

Platform Features	Digital Playbook	Digital Sales Room	Digital Ecosystem
License Free			
Auto language translation			
Detailed Analytics			
Enterprise-grade Security			
Platform Notifications			
Administration workflows			
Single Sign on Integration			
PDF Content Download			
Modules			
Calendar			
Events			
Gated Microsites			
Campaigns			
Solution Builder			
Asset library (default or API)			
Conversation Builder			
Conversation Intelligence			
Guided Selling			
Interactive Roadmaps			
Bespoke API integration			
Account Based Marketing			
Integrated Email			
Orchestrated buying journey			
KEY	Included	Optional extra	Let's chat!



# SalesEASE – Content Subscriptions

Access regularly updated content and context via our SalesEASE Platform.

## Global Trends

There is no guarantee that a trend observed in the past will continue. Stay on top of market developments affecting or shaping the future.

## Business Drivers

Get to grips with the core challenges impacting all businesses across all industries: Cost, People, Customer growth, Operational Efficiency,

## Personas

Keep conversations focused on the priority needs of the persona and department you are talking to.

## Buyer Types

Understand the individual, their communication preferences, and how best to approach them.

## Industry Verticals

The big challenges the industry faces, supporting evidence to help grab their attention, and who to talk to.

## Compelling Events

Adapt as the world changes. Tips on how best to compete in light of major events, global disruptors, or economic changes.

## Conversation Starters

Aligned to Trends, Challenges, Drivers, or Personas, give your teams tips on what's hot to talk about, questions to ask, and solutions to focus on.

Content Subscription	Digital Playbook	Digital Sales Room	Digital Ecosystem
Global Trends			
Business Drivers			
Personas			
Buyer types			
Industry Verticals			
Compelling events			
Conversation starters			



# SalesEASE – A closer look at the detail

Core Platform Features	Description
User License Free	No need to restrict usage based on pricing. SalesEASE adapts with you and allows you to engage teams, break down silos, and bring everything together for one truly global experience.
Auto language translation	Page content will be delivered in the Local language automatically – but with over 100 languages to choose from, users can change preferences and opt for the language of their choice – wherever they are
Detailed Analytics	We track everything as standard in line with global regulatory compliance laws. And we provide user friendly Dashboards with easy-to-use filters, and in-built download features, so you get as little, or as much data as you want.
Enterprise-grade Security	Safeguard your people, content, and assets from any cyber security threats. We also work with your in-house security teams to ensure we achieve any enhanced specific restrictions or requirements and just so you know – we are ISO 27001 certified.
Platform Notifications	Site administrators can share general announcements to keep users up to date with important changes. They stay active until the individual has visited the site so no more missing out of updates and important news while out of the office.
Administration workflows	When you've multiple administrators, automated workflows make the publishing of content easy to manage. You decide on the flows required and we'll get them up and running with FREE training – if required.
Single Sign on Integration	We can integrate with existing processes for session and user authentication services that permits a user to use one set of login credentials.
PDF Content Download	Although our platform responds to any device, we understand that some people just LOVE a piece of paper. So, we might not provide you with a PDF – but we won't stop users from creating their own.



## SalesEASE - Bundles, Content, & Managed Services: How they FIT

Modules	Description
Integrated Email	Internal and external email functionality; all engagement is tracked, and you have the option to use email templates and bespoke email approval workflows.
Calendar	Ability to display a calendar of events & activities. A for-runner to the Events Hub – each item has a designated page within the platform where you can load event descriptions, timings, personal calendar update, and hyperlink out to content and collateral.
Events Hub	Delivering full event integration including registration process offering attendee experience, (internal or external) one simple experience. The Events Hub includes integrated email, resource sharing - pre, during and post event, facilitates questions and comments, reporting dashboard; and can be auto integrated with Teams or Zoom.
The Annex	Deliver secure and gated access for one or multiple groups of users, partners, customers, or suppliers in the Annex. A shared, personalised space to support improved collaboration, proposition or opportunity development, and targeted sharing of content, plans, proposals, and assets.
Solution Builder	Allow sales teams and customers to visually collaborate and build solutions aligned to their actual business needs. Explore current and recommended products and services, all using our interactive AI interface that will help drive conversations for today – and tomorrow.
Asset library	Bring all your assets together - either within the platform or integrated to your existing asset libraries. It can also API into content repositories like SharePoint if required. And of course, you can track usage, and allow users to like and share content – securely.
Conversation Builder	Create an E2E conversation flow from conversation starters to opportunity closure – know what to say - to who – at the right time of your sales cycle.
Conversation Intelligence	Integrate with CRM systems to inform the next conversation. Identify product recommendations and understand your focus based on real insights and known customer activity.
Guided Selling	A bespoke, dynamic, and personalised approach to ensuring your seller is actively listening to their customer, and not missing potential opportunities to sell more.
Interactive Roadmap	Provide sales teams with dynamic visibility of products and services so they can look forward and share new developments, enhancements, and product availability with their customers.
Bespoke Analytics	Manage your stakeholders and create dashboards and reports that are tailored to your specific organisational needs. You can even integrate via and API with Power Bi, Tableau or in-house analytics and reporting mechanisms.
Salesforce integration	For existing Salesforce users, we work with you to make it easy to demonstrate ROI using integrated workflows and shared analytics to track opportunities and revenues
Account Based Marketing	Bring your ADP or sales strategy to life and remove the barriers to opportunity development. Identify opportunities at account level and keep customers engaged as you continue onto you next conversation.
Orchestrated buying journey	A complete End to End approach to ensure the seamless handover of leads and opportunities to sales from demand generation campaigns. No more excuses. Digitally manage your leads in one safe space.



## SalesEASE - Bundles, Content, & Managed Services: How they FIT

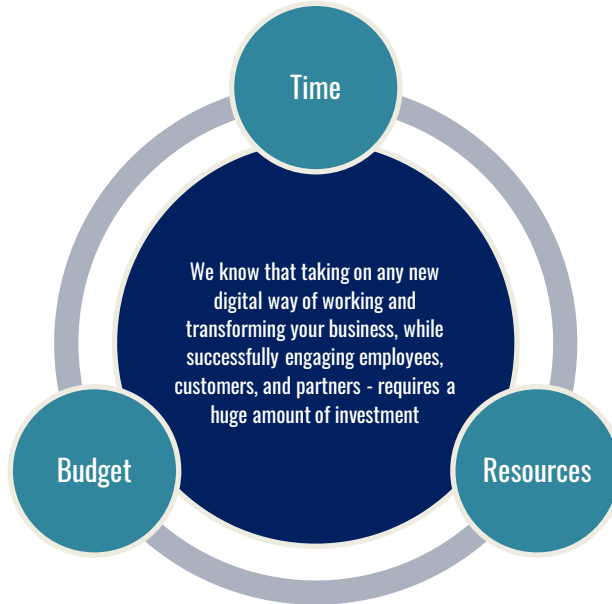
Content Subscription	Description
Global Trends	What's going on in the world of business today. The key challenges organisations across all industries and geographies face. Facts and evidence that demonstrates how real they are, their impact, and who within the client base it's important to.
Business Drivers	Understand the themes driving the decisions, priorities, and business strategies of today's C suite executives. Key triggers to listen out for, and things to consider so you can start confident conversations around them.
Personas	More and more departments outside of IT are influencing spend. By understanding what's on the mind of your buying audience, you'll take control of your conversations and uncover new opportunities.
Buyer types	Understand the individual you are engaging. How they want and prefer to be engaged, their communication preferences, how best to approach them. What makes them tick and what's keeping them awake at night.
Industry Verticals	Think of Global Trends but take it down a level to ensure you understand the challenges faced by specific industry sectors. You tell us what you are focussed on, we'll do the time-consuming research and deliver the content and context you need.
Compelling events	Top Tips on how best to compete in light of major events, global disruptors, or economic changes.
Conversation starters	How to start the conversation. Questions to ask, solutions to focus on, facts & figures to share - all aligned to Business Drivers, Personas, Industry or Global trends – you decide.



# SalesEASE – Managed Services

Let us help lift the burden, extend your team, and deliver faster.

We bring our collective experience into your organisation and take you on the shortest, but best possible route to success. Along the way, we'll share our experiences, review milestones, and be upfront in saying what will and won't work.



Consultancy	Support	Activation*
<p>We give you back the time you need to get the job done.</p> <p>Let our senior consultants work with you develop plans, define strategies and map out how to get to your end goal within agreed timescales.</p> <ul style="list-style-type: none"> <li>• Proposition development</li> <li>• Strategy delivery</li> <li>• Partner enablement</li> <li>• Sales enablement</li> <li>• Tech investments</li> <li>• Digital Security Strategies</li> <li>• Change management</li> </ul>	<p>Short-term contracts that deliver essential resources.</p> <p>Senior or operational marketing roles sourced from our pool of experienced associates are provided on a pay-as-you-go basis.</p> <ul style="list-style-type: none"> <li>• Marketing campaign delivery</li> <li>• Internal Communications</li> <li>• Customer Advocacy</li> <li>• Digital content creation</li> <li>• Newsletters</li> <li>• Sales Enablement</li> <li>• Meeting facilitation</li> </ul>	<p>A series of programmes designed to embed skills &amp; knowledge quicker.</p> <p>Maximise your ROI and build muscle memory so instead of going round in circles, re-visiting and refreshing, you can focus on moving forward.</p> <ul style="list-style-type: none"> <li>• Leader engagement</li> <li>• Gamification</li> <li>• Communications</li> <li>• Coaching</li> <li>• Certification</li> </ul>



# \*Activate to Empower



## ENGAGE

Engagement is not internal communications.

It's more about winning the hearts and minds of your internal audience. It drives commitment, interaction, and ownership.

Our **ENGAGE** programme gets people involved right at the start. It helps remove silos and fosters a culture of collaboration between sales, and the entire organisation. Bringing people together, sharing ideas, and capturing their collective intelligence will maximise opportunities and make it successful moving forward.

Our **ECOSYSTEM ONBOARDING** programme ensures the partner community are successfully engaged with the Digital Ecosystem so you can collaborate more effectively. We take care of everything so you can focus on developing the partnership:

- Secure Partner set-up
- Onboarding webinar and training
- A Partner Annex (digital room) pre-built with content that's ready to go

## ENABLE

Time to pause and look at how everything comes together.

Getting the platform structure right at the start of any build is extremely important. Understanding the impact of the platform, your processes, and your content on your audience is essential.

The **ENABLE** programme ensures the platform objectives will connect with your business strategy, culture and brand. We work with you to ensure they clearly help achieve revenue targets, generate ROI quickly, and maintain the usage – you desire.

With **PLATFORM MANAGEMENT** you can trust us to provide full administrative & technical support. We ensure your users, administrators and stakeholders, achieve the best experience possible.

## ACTIVATE

Seamlessly integrate and embed skills, knowledge & processes

Unlock sales and marketing potential by creating ongoing activities that help grow muscle memory, so platform usage becomes the norm.

The **ACTIVATE** programme uses interactive channels to drive your message home. The leadership community, gamification, coaching, and even certification, are all used so your audience always has a reason to come back – maximising ROI in all areas and underpinning the ability to have confident conversations.

Programme	Digital Playbook	Digital Sales Room	Digital Ecosystem
Engage			
Enable			
Activation			
Platform			
Ecosystem onboarding			

