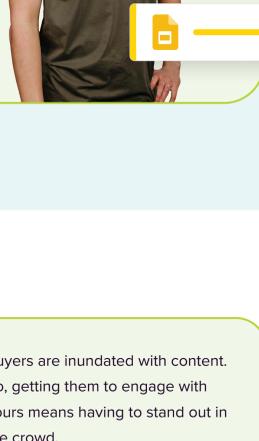


Effective Buyer Experiences Start with *Enablement Technology*

Buyers are in more control of the sales cycle than ever.

With so many resources at their fingertips, they're through the majority of the sales funnel before they interact with anyone. In fact, **most of them consume three to seven pieces of content before connecting with a sales rep.***



Mark Complete

To reconnect with buyers, reps must reach out to them with content that'll capture their attention on the digital channels they frequent.

But that's only part of the solution.

Buyers are inundated with content. So, getting them to engage with yours means having to stand out in the crowd.

How?

Personalize your content

Deliver it effectively

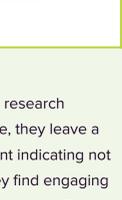
Measure its impact

But these are easier said than done — unless you have *enablement technology.*

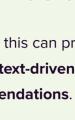
Streamline *personalization*

Selected

Customizing every sales presentation to reflect each buyer's goals, challenges, and industry is a tedious process of searching and tool toggling that takes time away from selling. There's also the risk of reps sharing content that's off-brand or non-compliant.



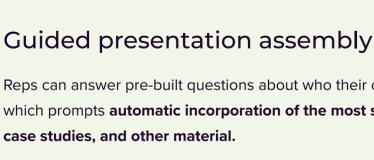
But with enablement technology, you get:



Machine learning and artificial intelligence

When buyers research content online, they leave a digital footprint indicating not only what they find engaging but what other buyers like them find engaging, too.

Data like this can provide reps with **context-driven content recommendations.**



Guided presentation assembly

Reps can answer pre-built questions about who their content is for, which prompts **automatic incorporation of the most suitable slides, case studies, and other material.**

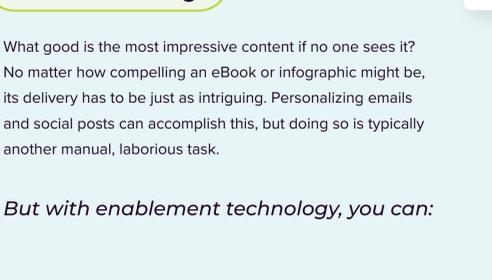
They can even insert and replace text, logos, and imagery effortlessly.



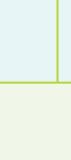
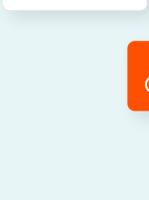
The ability to do it all without ever leaving PowerPoint or Google Slides

PowerPoint and Google Slides are where reps do most of their personalization, but they have to navigate to other tools when they want to copy-paste text and/or imagery from other files.

With enablement technology, they don't have to do all that—they can **access the content they need without taking their eyes off their deck.**



Deliver content *effectively*



What good is the most impressive content if no one sees it? No matter how compelling an eBook or infographic might be, its delivery has to be just as intriguing. Personalizing emails and social posts can accomplish this, but doing so is typically another manual, laborious task.

But with enablement technology, you can:

Personalize emails at scale

Reps often have to send very similar or identical emails to several buyers one by one. They'd rather do is **write just one email that's automatically personalized for each recipient.**

With enablement technology, HTML-based variables can draw information, such as a recipient's name, directly from the company CRM for seamless population at scale. Very handy, especially when contacting prospects who showed interest in a specific ad, for example.



Get noticed on social media

Enablement technology allows for reps to receive curated content feeds, ensuring they **share only compliant, risk-free, and resonant content on social media.**

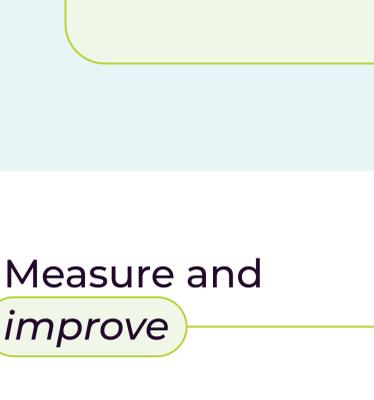
You can even capture data about a specific buyer's social interactions with your reps in your company, making it easier to determine deal attribution, lead generation, and more.



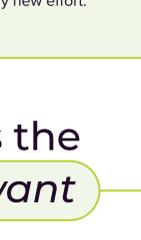
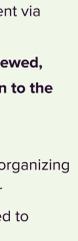
Create your own digital deal space

Imagine having a **self-contained single source of truth** online through which reps and buying teams could communicate with each other whenever they needed to using tags, comments, live chats, and recorded video—all without utilizing any other tools.

With enablement technology, these digital sales rooms can be created using a simple drag-n-drop design, which also makes them easy to co-brand and add other personalized touches to.



Measure and *improve*



Enablement technology allows you to link content via links rather than attachments. These links **capture engagement data, including what content was viewed, when it was viewed, and for how long right down to the individual page level.**

With these insights and a long list of dashboards organizing a treasure trove of even more data, reps and their go-to-market colleagues get the insights they need to maximize buyer interest with every new effort.

Give modern buyers the experiences they *want*

There's never been a more savvy, independent, and informed buyer than today's. But with enablement technology, there's also never been a better way to capture their interest and meet their needs.



Ready to modernize your buyer engagement?
Speak with our team to get started →

*https://www.demandgenreport.com/resources/research/2022-content-preferences-survey-b2b-buyers-crave-concise-research-based-content-to-inform-purchasing-process/