



E-BOOK

The Seismic Enablement Cloud™

Know More, Engage More, Grow More



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GTM Teams Need GTM Tech

Both sales teams and marketing teams use cloud-based platforms to unify an array of disconnected applications. For sellers, clouds revolutionized customer relationship management; for marketers, they broke new ground in content, campaign, and data management. But sales clouds and marketing clouds are still as disparate from each other as the teams they were built for. Neither were designed with the entire go-to-market (GTM) process in mind.

Enablement teams emerged to support marketing, sales, and other customer-facing teams, driving revitalized GTM strategies more relevant to the modern buyer. But, while sellers and marketers have their respective clouds to make their particular tasks easier, enablement teams continue to wrestle with distinct and discordant solutions.



In other words, they're saddled with too many tools—a couple for content, a few for outreach, another for training, etc.—and typically from different vendors. To make things worse, those tools are all located in different places with no way of talking to each other. The result is a disjointed and often frustrating experience that undermines why those tools were adopted in the first place.

This dilemma limits an enablement team's potential, which in turn limits their organization's ambitions to accelerate employee learning, boost buyer engagement, and create the most effective content for winning deals.

That's why Seismic offers a single platform with all the tools an enablement team could need. Having started with a focus on content management, automation, and analytics, the Seismic platform has grown fast, addressing an increasing number of enablement use cases, such as social selling, onboarding, training, and coaching to name a few.

But at Seismic, we never stop innovating. We continue to add, integrate, and unify features and capabilities based on our evolving product roadmap driven largely by our customers' feedback and emerging needs.

The Seismic Enablement Cloud is the realization of that goal. Whether you're a valued customer or on the verge of becoming one, consider this eBook your introduction to an even more seamless, engaging, and insightful Seismic experience.





Smarter Search and Custom Content Notifications

Seismic's search continues to get even smarter. Administrators can import or manually create synonym lists, matching related words and misspellings that redirect to the appropriate search results. This way, sellers don't miss out on relevant content, particularly industry-specific terms and acronyms.

Of course, finding what you need is one thing; knowing that it's relevant, trustworthy, and the most recent version is another. Even though sellers can add content to their "Favorites" list, many of them still struggle to stay on top of the latest updates to that content. This results in pieces going under-used or entirely unused—and leaving marketers to wonder why.

But with the Seismic Enablement Cloud, sellers can create and control notifications tied to specific content pieces and company news. Options not only include how frequently they get notified, but also where they receive their notifications, be it within Seismic, their email, Slack, or Microsoft Teams.

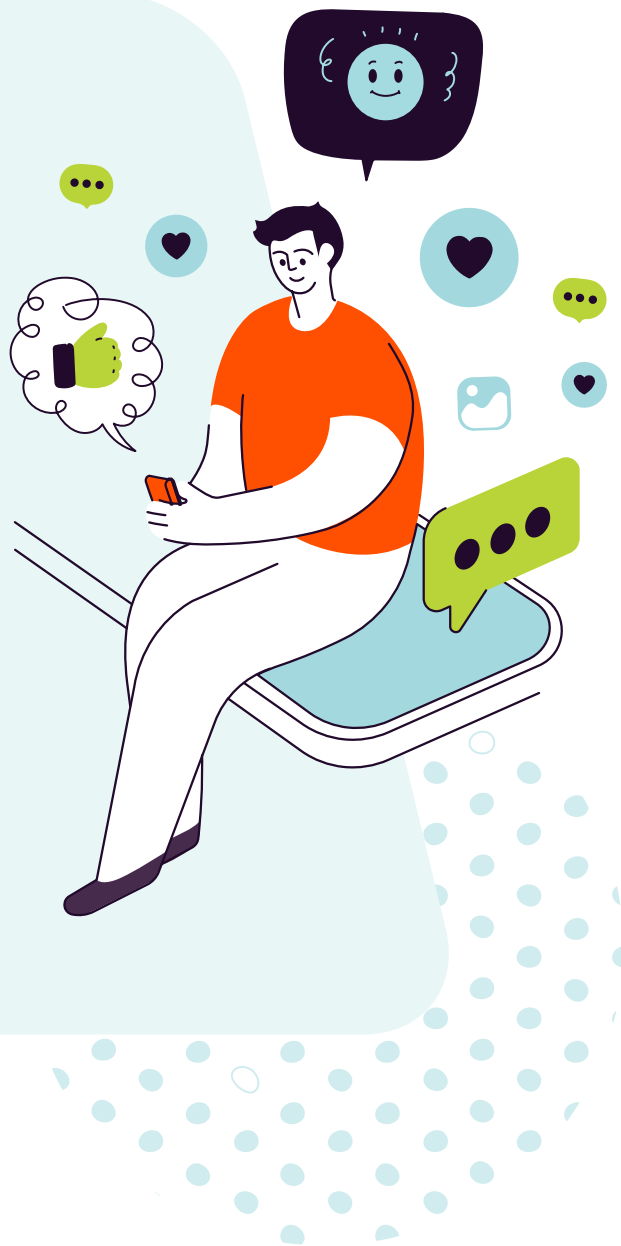


Learn More from Learning and Coaching

If you have Lessonly by Seismic, you know how easy it is to create and distribute mobile-friendly, media-rich lessons on everything from industry developments to improving negotiation skills to using the company's new vacation planner. You also know how it offers recordable practice modules that simulate real-life selling scenarios, making it easy to generate personalized learning paths with assignable tasks and trackable progress based on attributes like clarity, confidence, and credibility no matter how many sellers you have.

Now, grading each seller's performance on those practice modules is vastly more efficient with automatic skill evaluations based on pre-created benchmarks. For example, you can create a list of correct, incorrect, and filler words that the system automatically recognizes in every seller's practice email, chat, or video. A seller's use (or non-use) of these words is then factored into their overall evaluation, which is made immediately available to them so they don't have to wait for their next one-on-one for feedback. There's also a built-in dashboard and scorecard, making it easier to identify high-performers and additional coaching opportunities.





Greater Integration for Greater Engagement

Social media is always bustling with buyers ready to have conversations. But sharing content over social media has traditionally been an inefficient and sometimes risky endeavor for sellers. LiveSocial changed this, allowing sellers to customize marketing-curated content without compromising legal or brand compliance.

But as efficient as LiveSocial was, it still lived more or less on its own as yet another tool to toggle to and from.

Not anymore.

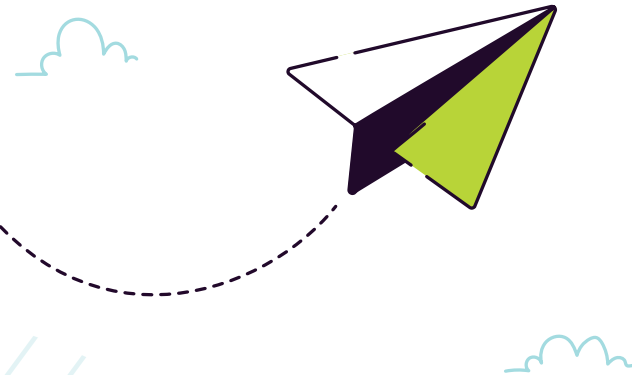
Now, sellers can access LiveSocial directly within Seismic using single sign-on. Curated content is discoverable right on the homepage, and social metrics, including views, likes, and comments, are just a few clicks away.





Another ubiquitous—and therefore crucial—means of engaging buyers online is email. Seismic’s Email Blast feature allows sellers, particularly outside sellers, to deliver personalized emails at scale. Instead of sending very similar or identical emails to several customers one by one, sellers can leverage pre-approved templates that auto-populate with information from your CRM, so sellers can construct and personalize what is essentially a single email for several recipients.

Now, the email editor has been simplified, facilitating even more efficient email template creation and updates. And images are now available directly within the application so sellers can add personality and flair to their emails with ease.





When it comes time to share more detailed information in a deck, sellers still struggle with building personalized content, especially when they have to spend so much time manually searching for assets in folder upon folder. But with Seismic's new Guided Assembly feature, enablement teams can build tutorial-like experiences that lead sellers through the creation of powerfully resonant content.

Sellers simply answer pre-built questions, informing the system on what assets to include. These updates are automatically made in real time right before the seller's eyes. Sellers can also choose from a selection of slides and images with easy-to-see previews, and they're shown which slides they're required to include along with explanations for why those slides are mandatory.

Finally, outside of an in-person meeting, the best way to communicate with a customer one-to-one is via video, even if it's not in real time. While there's no shortage of ways to record and deliver video, Seismic takes it to a new, strategic level. Sellers can record, review, and upload a video from within a Seismic Digital Sales Room or Workspace and deliver it to a specific customer or buyer team, complete with built-in engagement analytics.



Better Enablement Requires Better Planning

Just because an enablement team has a series of applications that seem to check off all the functionality boxes they could ask for, that doesn't mean their needs are being met. They require a single source of truth for all their efforts—and not just in terms of creating and distributing content. As with any function at any organization, the key to success for enablement is a thoughtful strategy bolstered by a solid plan.

The Seismic Enablement Cloud provides a centralized environment where an enablement team can derive advanced insights informing everything they work on, from playbooks to onboarding programs to product launches. Complete with auditing and reporting features, this hub not only streamlines an enablement team's ability to build on the success of past initiatives, thereby fostering alignment on vision, goals, workloads, and stakeholder requests, but it also brings greater visibility to how enablement drives revenue.





Interfacing with the Software Sellers Use Most

PowerPoint is without a doubt one of the most used and important programs for sellers. And while Seismic's Guided Assembly feature (see page 9) makes it easier for them to find the content they need to create resonant presentations, the actual work is done within LiveDocs, and final editing is often done within PowerPoint. But imagine the efficiency and flexibility if PowerPoint itself had access to your entire Seismic content library. That's where the Seismic for PowerPoint plugin comes in. It allows a seller to combine slides, access templates, and insert case studies into decks without ever leaving PowerPoint. Finished decks can then be added to Workspace and distributed via LiveSend and Digital Sales Rooms.

Seismic is also integrated with Adobe Experience Manager (AEM), where many organizations house their approved customer-facing content. This means that copying your AEM assets into Seismic, where they're more immediately available to sellers and able to capture engagement analytics, is simple and risk-free, preserving all tags and other metadata.



Get Your Head in the Cloud

The Seismic Enablement Cloud is the first and only fully integrated platform designed to meet the enablement needs of every organization. As a Seismic customer, you're already riding the next wave of enablement, able to leverage our latest innovations immediately or imminently. And if you're still thinking about becoming a Seismic customer, what are you waiting for?

Take your content and learning initiatives to new heights with the Seismic Enablement Cloud.

Speak with one of Seismic's experts to get started.



About Seismic

Seismic is the global leader in enablement, helping organizations engage customers, enable teams, and ignite revenue growth. The Seismic Enablement Cloud™ is the most powerful, unified enablement platform that equips customer-facing teams with the right skills, content, tools, and insights to grow and win. From the world's largest enterprises to startups and small businesses, more than 2,000 organizations around the globe trust Seismic for their enablement needs. Seismic is headquartered in San Diego with offices across North America, Europe, and Australia.

To learn more, visit [Seismic.com](https://www.seismic.com) and follow us on [LinkedIn](#), [Twitter](#) and [Instagram](#).

