

Your sellers practically live in Salesforce.

Shouldn't your content be there too?

Are you getting the most out of Salesforce? Probably not.

That's because your sellers have to keep jumping in and out of it when searching for, personalizing, and analyzing the content they want to send to buyers.

When you integrate Seismic, you can do all of that without ever leaving Salesforce, increasing **seller efficiency**, improving the **quality of the content** they share, and **accelerating deals**.



HERE'S A GLANCE AT HOW IT WORKS:

Find and Manage Assets **Easier**

Finding the right content can be maddening, especially when you're constantly toggling between Salesforce and any number of other systems and folders.

With Seismic, our predictive content engine uses data from Salesforce objects, to **identify the best content** for a given situation before recommending it to a seller directly in Salesforce.



The majority of sales professionals use

<50%

of their brand's content because it's too difficult for them to find the right asset.¹

Personalize **Content** for **Better Engagement**

With Seismic, sellers can **preview recommended content** within Salesforce to determine if it's right for their buyer as is or if it requires more of a personal touch.

Seismic **pulls Salesforce data**, like a buyer's industry, role, competitors, and/or number of employees, because addressing that information in content increases engagement.



85%

of companies agree that buyers will dismiss a seller in the first interaction if they don't receive tailored information.²



Sellers can also access **secure virtual environments called Seismic WorkSpaces**, which are perfect for collaboration among various stakeholders during the homestretch of a deal.

Analyze Performance for **Perpetual Improvement**

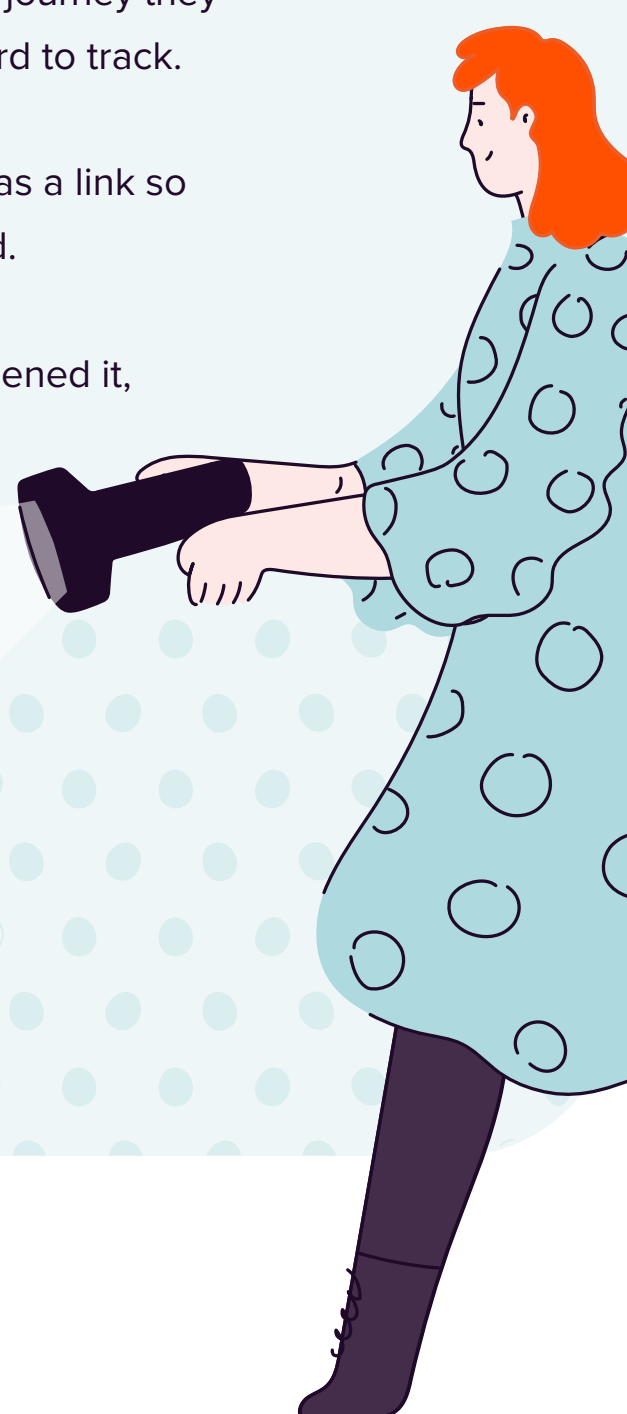
Critical data, such as what asset the seller sent, in what stage of the buyer's journey they sent it, and how long the buyer engaged with that asset, is traditionally hard to track.

Sellers can use Seismic's **LiveSend** feature to send personalized content as a link so that **engagement is tracked** in the activity history of the Salesforce record.

Sellers can see whether the buyer opened the content, how often they opened it, and how much time they spent on it.

55%

of sales leaders say better visibility into buyer responses would make their remote sellers more productive.³



Make the **Most Out of Salesforce with Seismic**

To learn more about how Seismic can improve your usage of Salesforce and benefit your business as a whole, [download the eBook](#) or [speak with one of Seismic's experts](#).

¹<https://www.lucidpress.com/blog/content-marketing-statistics-will-make-you-think>

²<https://learn.seismic.com/analyst-report-forrester-the-state-of-enterprise-sales-enablement-2019>

³<https://www.businesswire.com/news/home/20200311005240/en/Folloze-Research-Indicates-That-Most-B2B%E2%82%88Marketing-an>