

Better Together

The Seismic for Salesforce integration empowers go-to-market teams to boost productivity, giving sellers more time to engage with prospects and customers. Seismic gives sales enablement teams an easier way to surface relevant content in Salesforce, a primary tool that sales teams use everyday. By empowering sellers with proven content, they are able to accelerate the sales cycle and win more often.



Seismic for Salesforce Integration



Boost sales productivity

- Find relevant content faster and clear up more time to prepare for customer meetings
- Access recommended, opportunity-specific content directly in Salesforce with Seismic
- Create on-brand customer facing materials in minutes, not hours



Accelerate sales cycles

- Know which content buyers are engaging with allowing for more personalized follow up
- Reduce sales cycles by as much as 14 days through more relevant buyer engagement
- Increase win rates with better insight into buyer motivations



Increase marketing efficiencies

- Increase content usage up to 3x for outbound sales campaigns
- Reduce content creation costs and realign focus with insight into what material sellers are actually using
- Ensure externally facing content is always on brand and compliant

See how customers are getting
real world results from Seismic
for Salesforce



blackbaud®

32%

more leads in pipeline and
8% shorter sales cycles

 **Elekta**

350%

increased usage of
marketing content

iillumina®

5-6x

increase in content usage;
6,650 hours saved searching
and assembling content

HITACHI
Inspire the Next

11

different repositories
consolidated into **1**
with Seismic

 **synchrony**
FINANCIAL

35%

more time selling in the field

gettyimages®

\$200K

revenue growth in 1 quarter.
Takes **1 minute** to send
prospects materials using
Seismic in SFDC

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** and follow us on **LinkedIn**, **X (formerly Twitter)** and **Instagram**.

Learn more at www.seismic.com →

 **Seismic**