Seismic

Maximize Every Buyer Interaction and Customer Relationship

A revenue leader's ability to achieve growth is constantly challenged by unpredictable, uncontrollable market dynamics. It is within this shifting environment that you must have unwavering confidence that your customer-facing teams are ready for every buyer interaction. But the problem is, buyers are becoming increasingly self-educated, spending only fraction of the time meeting with vendors. With only a narrow opportunity to make an impact, if your team can't effectively influence them in this time-limited, high-stakes scenario, your organization will struggle — missing opportunities and revenue goals.

Nurture customer-facing teams that achieve strategic goals

Winning organizations must cultivate winning teams which requires activating your enablement, customer-facing teams and managers on a unified strategy. It means giving customer-facing teams the right skills and knowledge to engage buyers in a relevant and effective manner. And, it means helping them adopt new behaviors — moving beyond what's easy or familiar — by providing coaching and development with a mind toward scalable growth.

The Seismic Enablement Cloud helps all aspects of your go-to-market organization work together to create buyer interactions that achieve revenue goals — all with agility and speed.

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"The most important thing [about Seismic] is its ability to orchestrate a multitude of different roles and responsibilities around a single desired outcome and then run that outcome at scale across the company."

BOBBY MORRISON
CRO, Shopify

Execute Impactful Enablement Programs and Content

Empower enablement teams to create, measure, and optimize programs that align field behavior to business outcomes through rapid onboarding, AI-powered continuous learning, and intelligent content delivery. Seismic gives clear visibility into your enablement programs' impact on revenue and customer retention, making it possible to quickly make the necessary adjustments along the way.

- Content automation
- Foundational & continuous learning
- Enablement intelligence
- Playbooks
- Content activation & workflows

Equip Teams for Effective Buyer and Customer Engagement

Give customer-facing teams the right knowledge, content, skills, and tools to make an impact with each customer. Help them effectively prepare, present, and follow up with AI-powered preparation workflows, content personalization, and engage buyers effectively through multiple channels.

- AI-powered preparation
- Guided content personalization
- Digital sales rooms
- Meeting & engagement intelligence
- Social engagement

Empower Managers with Insights for Targeted Coaching and Development

Support revenue managers with the insights and workflows they need to cultivate high-performing teams. Allow them to identify and scale high-performing behavior while providing AI-powered personalized coaching and feedback. Seismic provides a central place to understand seller performance and address areas that need improvement.

- Personalized coaching
- AI-powered feedback
- Skills assessment
- Rep & team performance intelligence

With actionable insight into the impact of go-to-market initiatives, the Seismic Enablement Cloud empowers enablement teams to drive behavior change to achieve business goals. It helps customer-facing teams engage buyers with personalized experiences, and managers to develop high-performing teams through real-time coaching and insights. With Seismic, organizations drive efficiency, scale effectively, and deliver measurable results—all from a single, scalable platform.

Aerogen

54%
Increase in sellers reaching and exceeding quota

onesource VIRTUAL
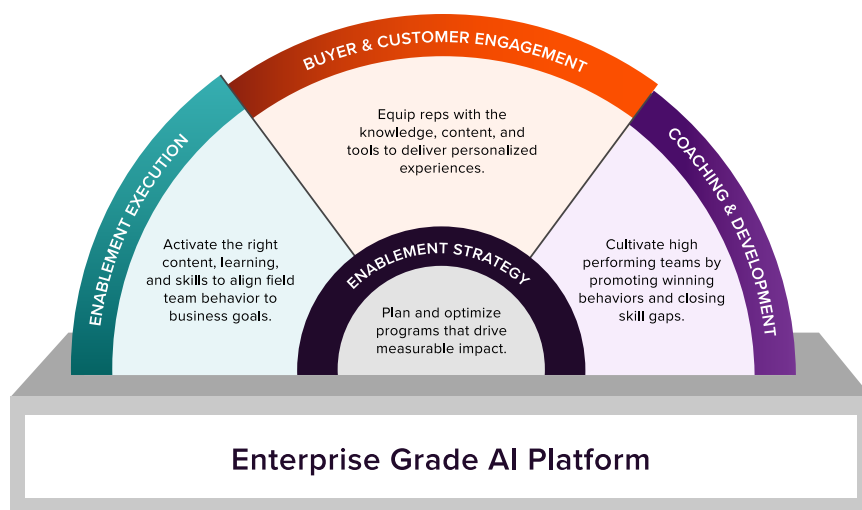
29%
Increase in average deal size

SpyCloud

3X
More pipeline created by new hires

Ameriprise Financial

70%
Reduction in administrative tasks

BUYER & CUSTOMER ENGAGEMENT
Equip reps with the knowledge, content, and tools to deliver personalized experiences.

ENABLEMENT EXECUTION
Activate the right content, learning, and skills to align field team behavior to business goals.

COACHING & DEVELOPMENT
Cultivate high performing teams by promoting winning behaviors and closing skill gaps.

ENABLEMENT STRATEGY
Plan and optimize programs that drive measurable impact.

Enterprise Grade AI Platform

SEISMIC ENABLEMENT CLOUD

The Seismic Enablement Cloud is built upon a scalable enterprise-grade foundation that integrates seamlessly into your tech stack to reduce complexity, scale with your business, and maximize security and compliance. We deliver AI-driven, intelligent automation to provide smart recommendations and insights in context of how your organization works.

To learn more about the Seismic Enablement Cloud visit www.seismic.com.