

Seismic for Meetings powers better client experiences through smarter content, enablement, and training

Eliminate the visibility gap in client conversations.



Challenge

Meetings matter more than ever. Yet, there is a blind spot when it comes to the conversations your sales professionals have – and the content they share – with your clients, contributing to a poor experience.



>80% of research done before talking to service providers

Clients are savvier than ever and do 80% of their research up front – leaving approximately 5% to spend with each individual company they evaluate.



Personalized content is a must

Over 85% of clients will dismiss a sales professional in the first interaction if they don't receive tailored information.



Sales teams spend only 1/3 of their time selling

Sales professionals get bogged down by all the manual work involved in selling, leaving minimal time for their highest-value activity.



Average sales professional ramp time is 11+ months

Increasingly complex sales cycles, high turnover, and territory re-orgs contribute to even longer ramp times for sales teams.

Opportunity

You no longer have to rely on anecdotal feedback to understand what's working or where improvements are needed. AI-driven data provides actionable insights at every stage of the meeting- Pre, During, and Post.

Prepare

Ensure sales teams can speak confidently, collaborate effectively to personalize the right content, and are prepared for a successful meeting.

Present

Understand what went well, where the team needs improvement, and whether the conversation and content resonated with the client.

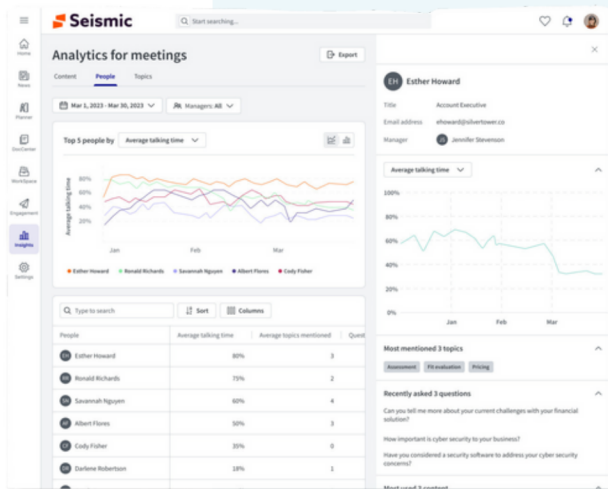
Analyze

Know what happens next, have clear direction on the follow-up and actions needed, who owns what deliverables, and the best way to keep the buyer engaged post meeting.

Unlock use cases for every sales team

Measure your impact where the rubber meets the road – in conversational touchpoints

Seismic for Meetings deepens engagement by capturing AI-driven content insights for enablement and marketing, increasing productivity and streamlining the meeting process for sales professionals, and helping sales managers pinpoint where coaching is needed to improve the performance of their teams.



Optimize your operations

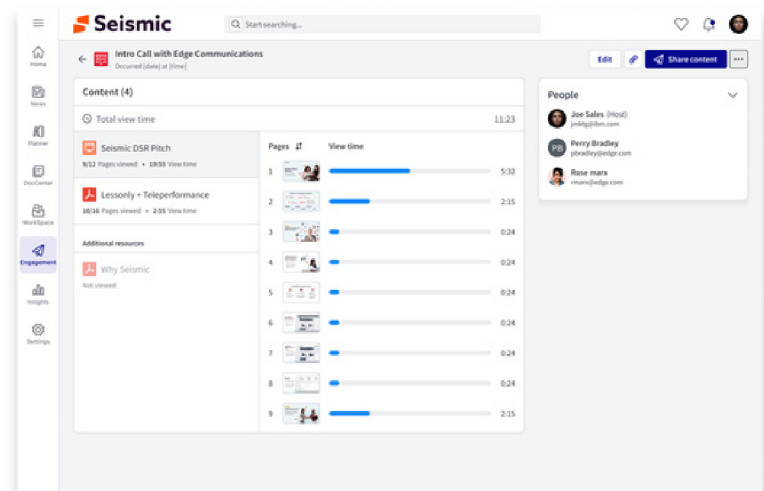
For enablement and marketing – know what’s working to engage clients, shorten sales cycles, and contribute to revenue.

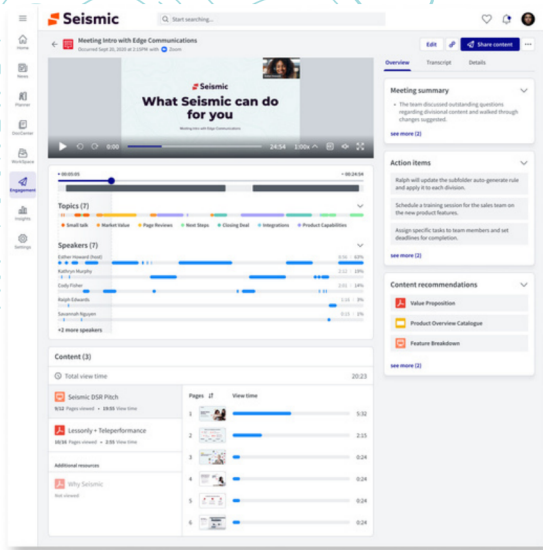
- Measure enablement and marketing impact with custom dashboards
- Organize and share content effectively
- Understand content modification and performance through AI-generated insights on keywords, topics, questions asked, and more
- Adhere to corporate and/or brand policies with content tracking and controls

Improve the client experience

For sales professionals – easily access, personalize, and collaborate on content to have the most engaging conversations and follow-up.

- Prep a “playlist” of content
- Deliver impactful meetings (from where you already work)
- Personalize content to each client
- Quickly identify follow-up opportunities





Ramp agility & speed-to-market

For sales management – quickly ramp, prepare, and increase sales professionals' productivity.

- Effectively introduce changes and new initiatives
- Refine and share methodologies & best practices
- Train and coach sales professionals
- Understand the nuances of high and low performers

Meetings are often when clients are honest, raising issues, asking questions, and sharing information they likely would not put in writing. Now, you can be a proverbial fly on the wall in every conversation your sales team has with a prospect or client to understand and replicate success truly.



Interested in learning more about this solution?

Contact your CSM

