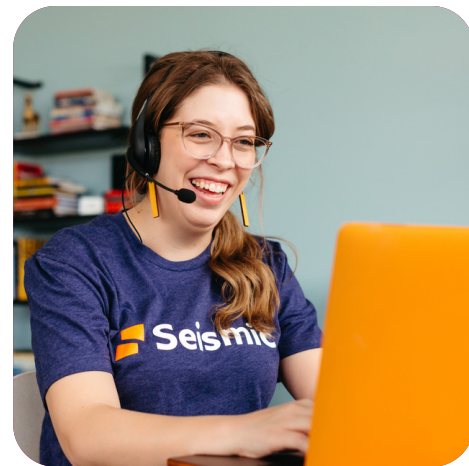




# Seismic for Meetings powers better customer experiences through smarter content, enablement, and training

Eliminate the visibility gap in customer conversations



## Challenge

Meetings are make-or-break moments in the sales cycle where the most crucial conversations happen. Yet, the end-to-end process is so inefficient for sellers, and there's little to no visibility for the rest of the GTM team.



### Sales teams only spend 1/3 of their time selling

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



### 6-18 months average sales cycle for B2B enterprise deals

For larger, complex deals, if reps average 1-2 meetings per month they could have anywhere from 12 to 36 meetings just to close one deal.



### 11+ people involved in a purchasing decision

More people needing to sign off means longer and longer sales cycles, leaving sales reps to prepare content and talking points for all involved.

## Opportunity

To maximize productivity, sellers need one place to manage all that goes into a successful meeting.

Enablement, marketing, and content creators need to eliminate the reliance on anecdotal feedback to understand what's working or where to improve.

AI-driven data provides actionable insights for all GTM teams – at every stage of the meeting: prepare, present, and follow up.

### Prepare

To be confident in meetings, reps have to be properly trained. Then they compile content, personalize it, collaborate with their team, and anticipate questions so that they are well organized going into the meeting.

### Present

During the meeting they have to present, answer questions, take notes, and build trust by being fully present and actively listening. And, if the conversation changes, they have to be able to shift on the fly.

### Follow up

Arguably the most important step is after the meeting ends. Reps need to take action quickly. They need to share content, recordings, answer questions, and ultimately get that next meeting scheduled.

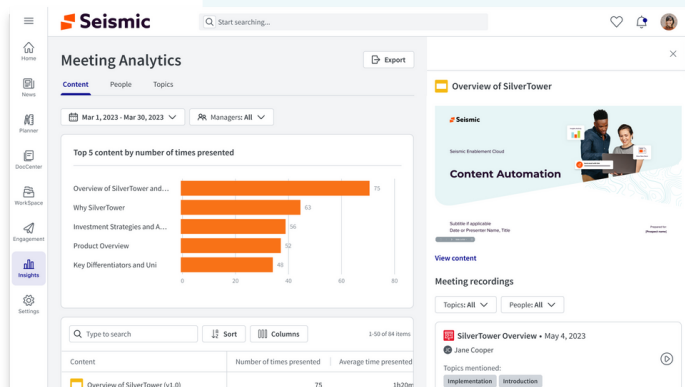
# Solution

Seismic for Meetings powers better customer experiences by streamlining the meeting process for sellers and capturing AI-driven insights that help enablement and marketing be proactive through smarter content, enablement, and training.

A complete solution like no other – seamlessly extending the capabilities and value of Seismic Enablement Cloud™.



## Benefits for every GTM team



## Optimize enablement and content

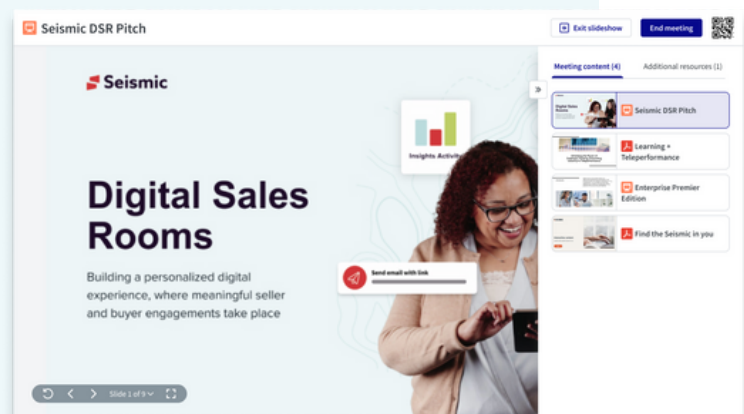
For enablement and marketing – Understand if your efforts are translating into behavioral change

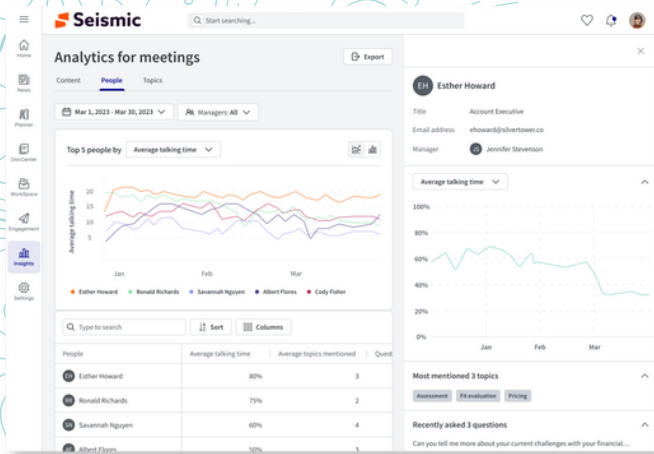
- Measure end-to-end impact of programs via AI-insights dashboard
- Track keywords, topics, and questions asked
- Understand true content performance down to a slide level
- Ensure corporate and brand policies are met with controls and tracking

## Accelerate deals and improve productivity

For sellers – Improve productivity and deepen buyer engagement throughout the lifecycle

- Prep playlists of content and materials to have at the ready
- Get a summary of their action items and quickly follow-up with a buyer
- Add materials to a DSR with a single click
- And be able to share recordings internally and with the buyer





## Train and coach sales to succeed

For sales management – quickly ramp, prepare, and coach more reps into high performers

- Train and coach reps
- Target learning and training reinforcement
- Understand nuances of high & low performers
- Share meeting clips to highlight best practices

Meetings are often the moment when buyers are the most 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 customer to truly understand and replicate success.



Interested in learning more about this solution?

Contact your CSM