



Fact Based Coaching with Mobile Sales Enablement

Pieterjan Bouten - CEO Showpad



*“Strategic, **cross-functional discipline**
designed to **increase sales results and productivity**
by providing **integrated content, training & coaching**”*



*“The ultimate goal is to **prepare salespeople** for the challenging **conversations** they are having with today’s **more knowledgeable buyer**”*

How much time do your reps spend on active selling?

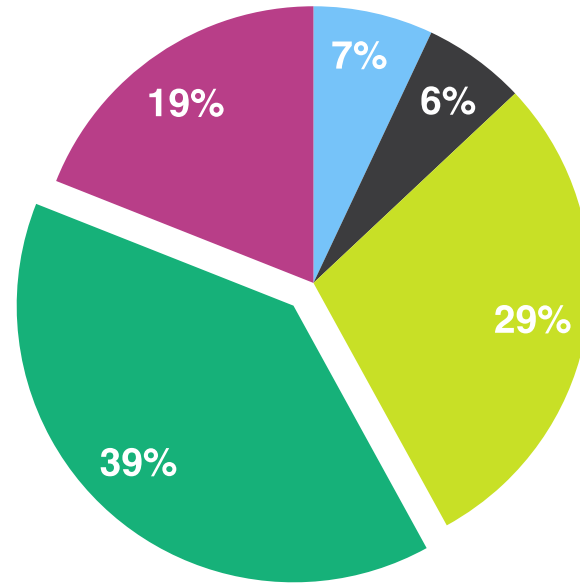


39%



Focus on what matters most

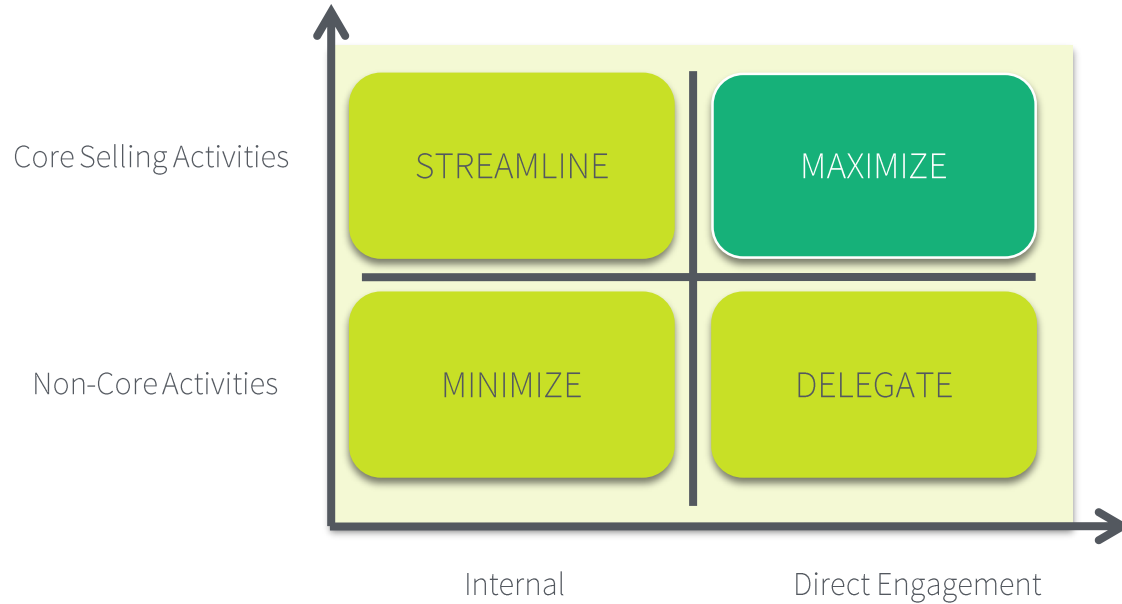
But not blindly



- Strategy and planning
- Internal Processes
- Research, Call Prep
- Active Selling Time
- Customer Service

Challenges in performance management

Align resources around productivity



Challenges in performance management

Align resources around productivity



1. Increase Efficiency

= INCREASE ACTIVE SELLING TIME

2. Increase Effectiveness

= INCREASE YIELD OF DIRECT
CUSTOMER ENGAGEMENT ACTIVITIES

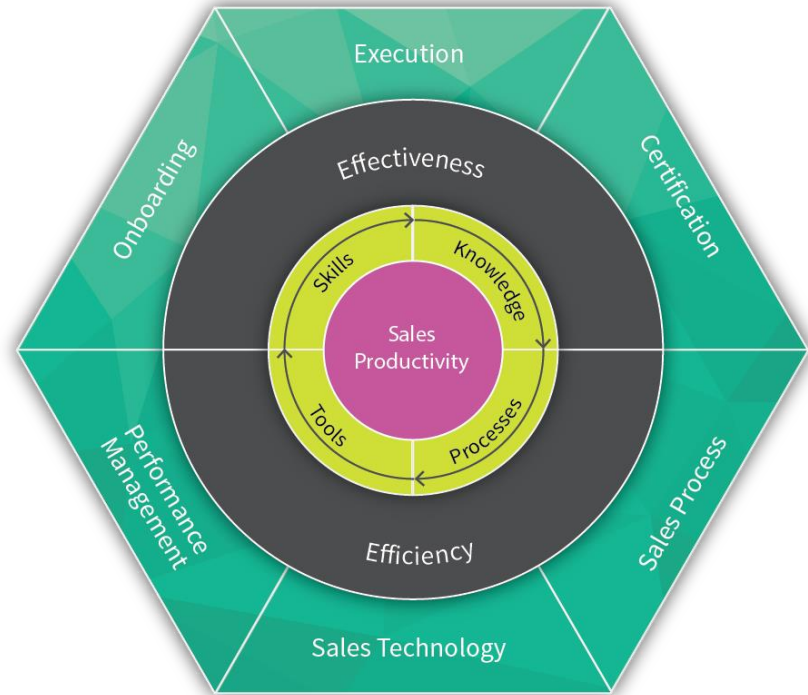


Sales Enablement

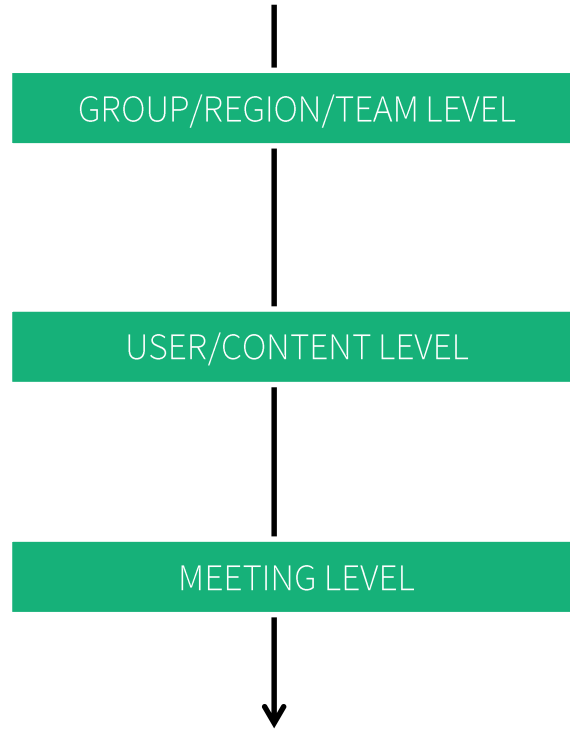
High Performance Framework



ANALYTICS PROVIDE
INSIGHTS
ON YOUR BLIND SPOTS
IN THE FIELD



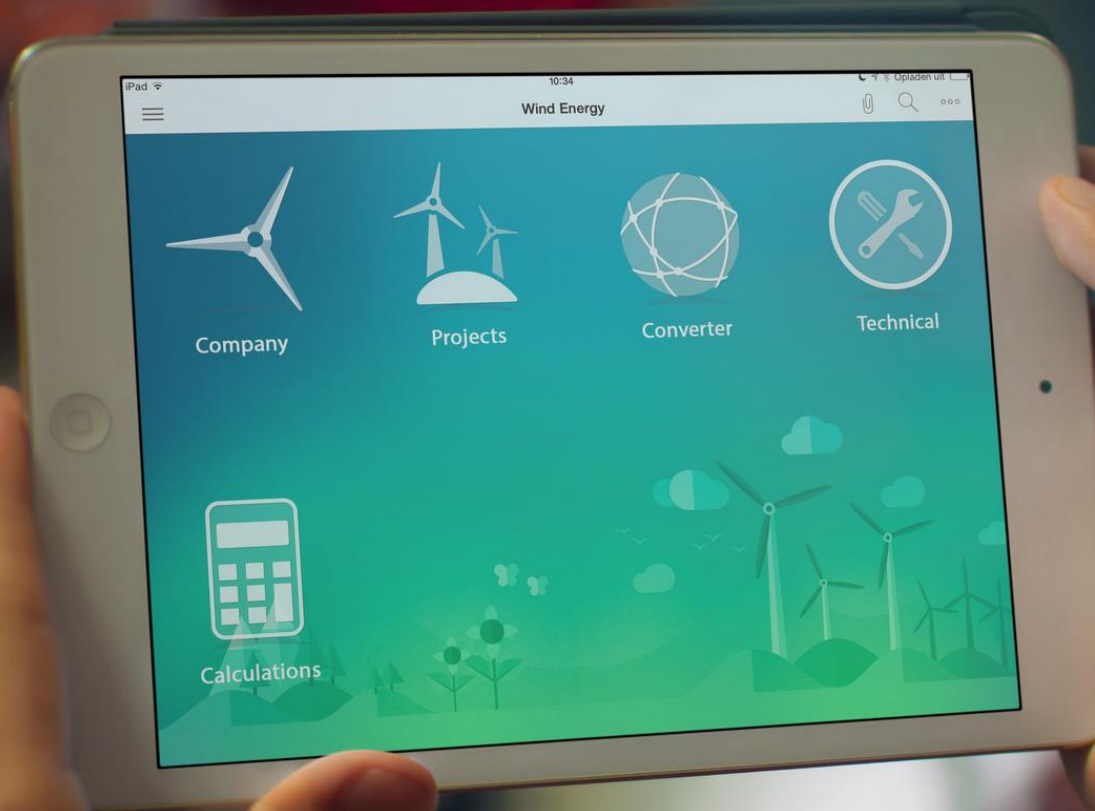
Insights you are missing



Insights you are missing

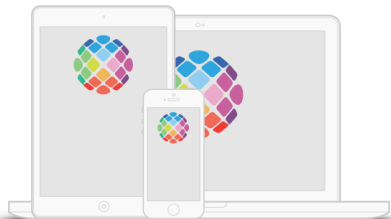


- Are my reps using the latest versions of my sales content ?
- Have new product launches been touched during meetings ?
- Were the sales actions aligned with the buyer journey ?
- Which topics have been discussed ?
- Were the meeting deliverables aligned with the context (audience) ?
- Was there a proper follow- after the meeting
- Can I extract best practices from my over-performers ?



Showpad

How does it work



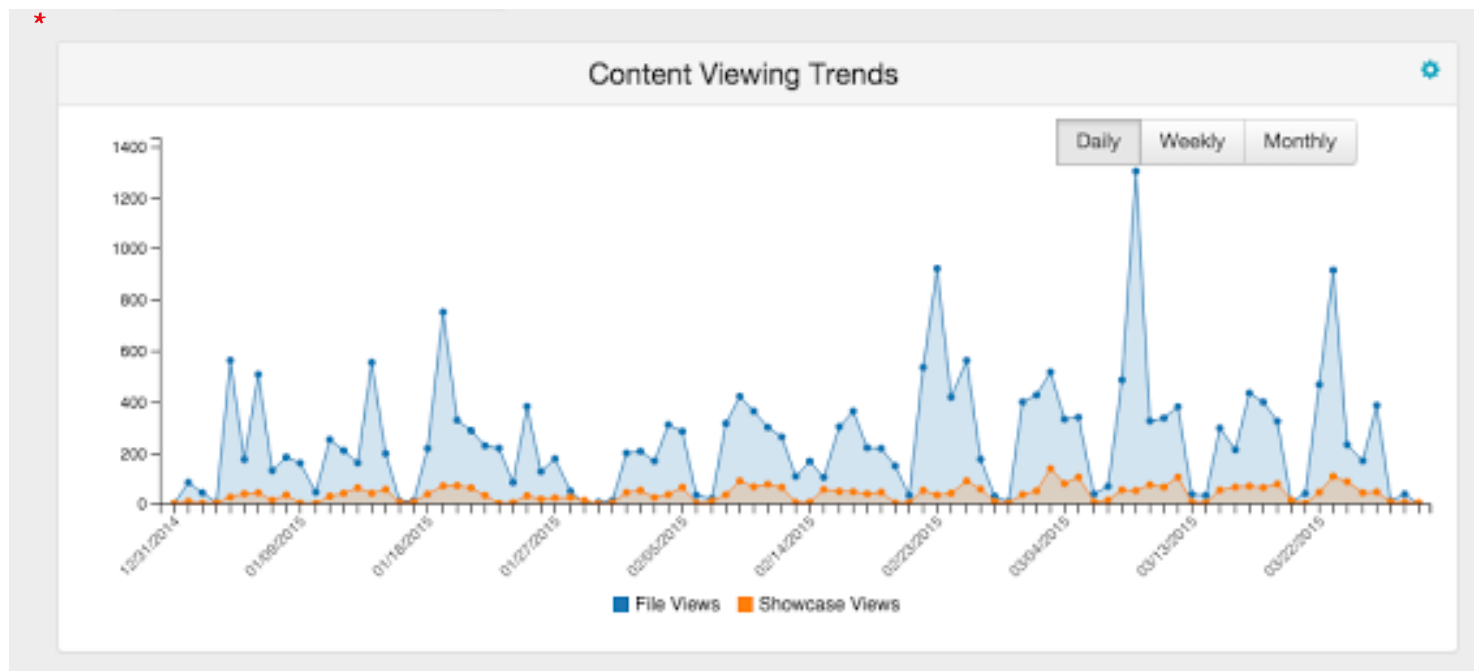
- Manage & distribute content
- Design the Showpad App
- Reporting & Analytics
- Sales team communication

- Instant access to the latest content
- Search, present and share
- Capture customers' interest
- Provide feedback to marketing
- Insights in customer engagement

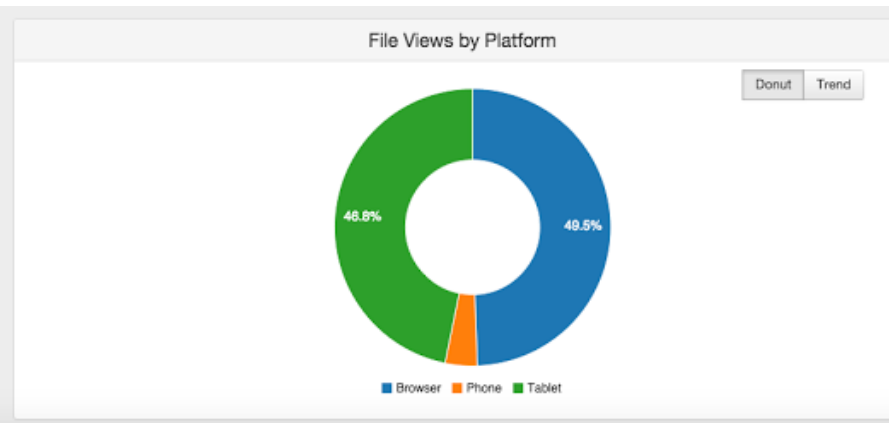
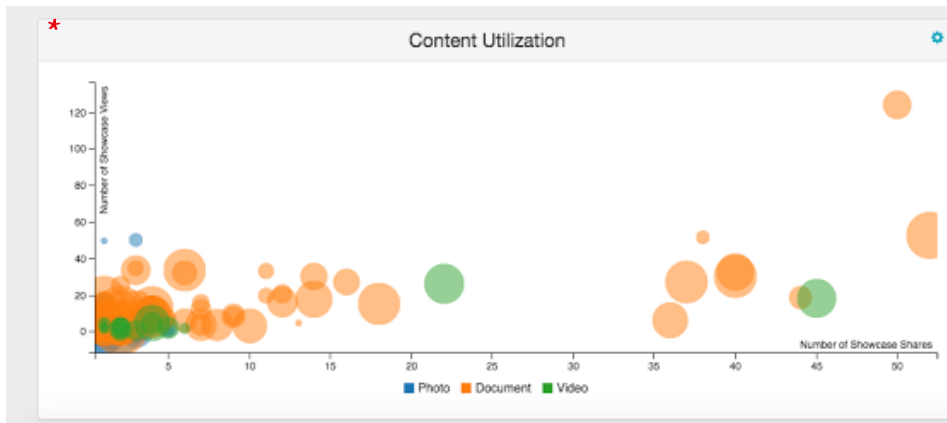


Optimize your content

Showpad platform



Optimize your content



Optimize your content



Top Content *

Content	# of Views
Electrabel Case.pdf	563
Sales Experience Quality Benchmark Report.pdf	506
Successful_Mobile_Sales_Enablement_Pilots.pdf	501
Showpad Video.mp4	477
Showpad 2014_S.pdf	468
EU one pager.pdf	334
BASF Case.pdf	327
US_Showpad Official Presentation.pdf	314
eBook: 4 Drivers of Mobile Sales Enablement Success.1	313
Carl Zeiss Industrial Metrology Case.pdf	277

Top Users

User	# of Sessions
Bartel Van Herreweghe	1,967
Will Applebee	1,436
Rob Verschelden	1,388
Ariana Von Anrep	1,200
Joshua Malament	1,137

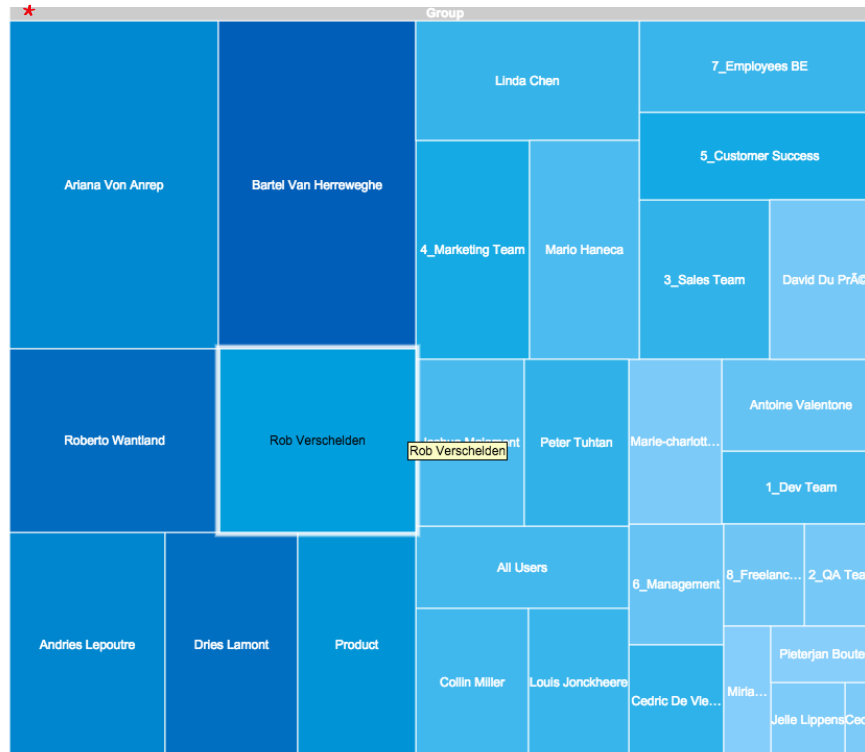
Top Channels

Channel	# of Views
Showpad sales	6,973
Marketing content	5,033
Analysts	2,789
CMO channel	2,767
Training Sales	1,223
Wyndham	533
Meeting Deliverables	396
Perpetos	292
Farmfrites	229
Hogeschool Antwerpen	194

Top Groups


Group	# of Sessions
3_Sales Team	21,418
4_Marketing Team	7,513
5_Customer Success	5,776
Product	2,665
Mario Haneca	1,004




Get team and user insights



Get team and user insights

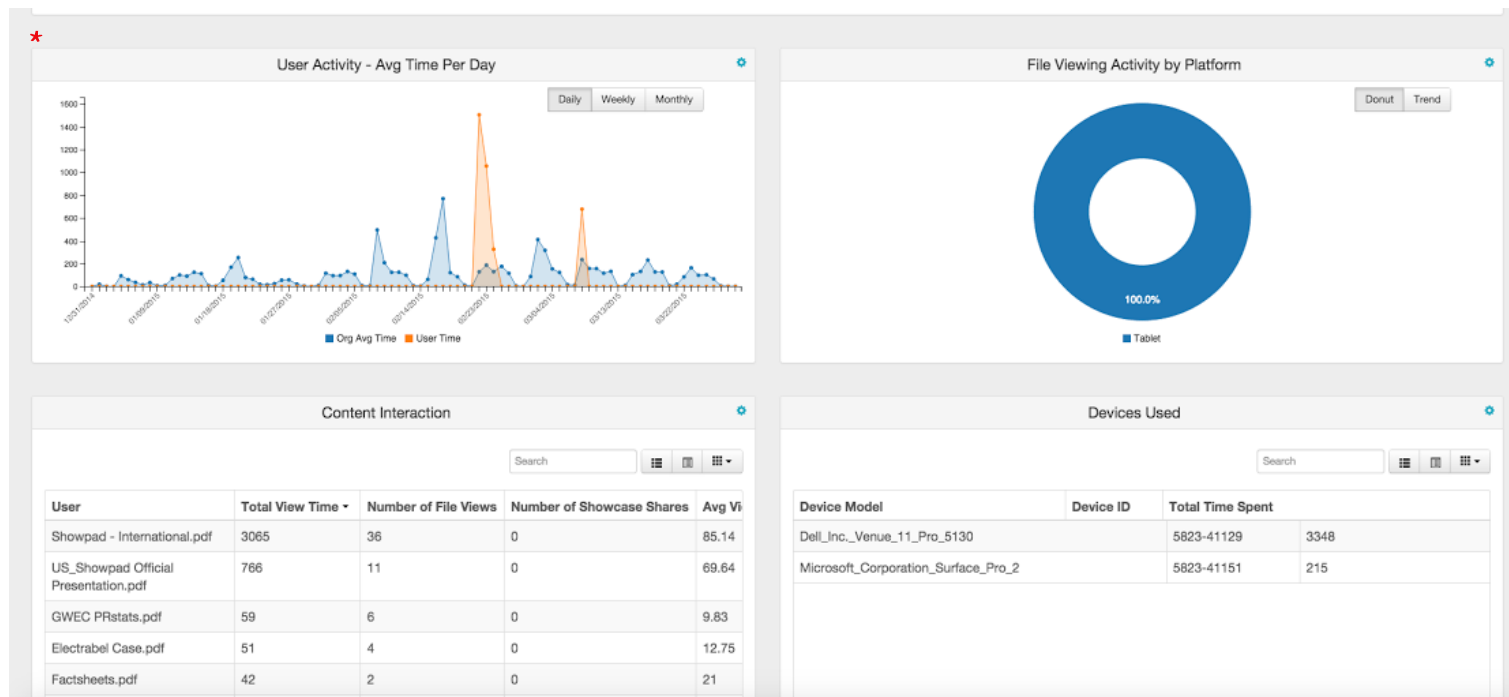


* **Top Users** 

Search   

Name	Sessions	File Views	Time (Total) ▾	Time (Avg)	Showcase Shares
Andries Lepoutre	281	406	675298	947.12	26
Bartel Van Herreweghe	1291	1442	509947	178.99	114
Valerie Van Remoortel	94	34	507959	3968.43	0
Joshua Malament	807	546	334939	242.89	26
Mario Haneca	762	1667	311344	122.58	110
Charlotte Driessen	47	32	265439	3159.99	5
Roberto Wantland	624	780	168127	112.84	86

Learn from your rockstars



Learn from your rockstars



User Activity for Bartel Van Herreweghe ✖ ★

Export all »

May 21, 11:58	Used channel <i>Training Sales</i>
May 21, 11:57	Used channel <i>Bridgestone Summer</i>
May 21, 11:57	Used channel <i>Bridgestone Winter</i>
May 21, 11:56	Used channel <i>Audi</i>
May 21, 11:55	Viewed asset <i>Wind turbine Type 1.mp4</i>
May 21, 11:55	Viewed asset <i>Eastern Winds Emerging Markets.pdf</i>
May 21, 11:55	Viewed asset <i>EWEA OffshoreStats July2013.pdf</i>
May 21, 11:55	Used channel <i>Wind Energy</i>
May 21, 11:38	Used channel <i>Wind Energy</i>
May 21, 11:38	Opened the Showpad App

1 - 10 of 337 < >

User Activity for Bartel Van Herreweghe ✖ ★

Export all »

May 18, 09:08	Used channel <i>Training Sales</i>
May 18, 09:07	Used channel <i>Bridgestone Summer</i>
May 18, 09:07	Used channel <i>Bridgestone Winter</i>
May 18, 09:07	Used channel <i>Audi</i>
May 18, 09:07	Used channel <i>Capsugel</i>
May 18, 09:07	Viewed asset <i>Wind turbine Type 1.mp4</i>
May 18, 09:07	Viewed asset <i>EWEA OffshoreStats July2013.pdf</i>
May 18, 09:07	Used channel <i>Wind Energy</i>
May 18, 08:58	Used channel <i>Wind Energy</i>
May 18, 08:57	Opened the Showpad App

1 - 10 of 337 < >

Measure the impact of meetings



Close **Showcase Report** Log

Showcase name Demo

Shared with tschenk@millerheiman.com, mariohaneca@me.com

Date sent 27 maart 2015 09:49 3 visits

File Details Activity Stream

- 10:47 tschenk@millerheiman.com viewed Showpad Presentation v3 MHA Feb 2015.pptx
- 10:47 tschenk@millerheiman.com visited the Showcase
- 09:53 mario.haneca@showpad.com reshared the Showcase with mario@showpad.com
- 09:52 mario.haneca@showpad.com viewed Showpad Presentation v3 MHA Feb 2015.pptx
- 09:52 mario.haneca@showpad.com viewed Eastern Winds Emerging Markets.pdf
- 09:50 mario.haneca@showpad.com visited the Showcase
- 09:49 You shared the Showcase with mario.haneca@showpad.com, tschenk@millerheiman.com

Understand which content triggers buyer attention



Sim vergrendeld 23:23 100%

Close Showcase Report

Showcase name Demo

Shared with tschenk@millerheiman.com, mariohaneca@me.com

Date sent 27 maart 2015 09:49 3 visits

File Details Activity Stream

- Showpad Presentation v3 MHA Fev 2015.pptx
- Showpad Presentation v3 MHA Fev 2015.pptx 5 views
- Wind Turbine Project.mp4 1 views
- Eastern Winds Emerging Markets.pdf 2 views

Sim vergrendeld 23:23 100%

Showcase Report File details 4/4

Eastern Winds Emerging Markets.pdf 2 views 00:19m avg. view

0.0 0.1 0.3 0.4 0.5 0.7

1

2

3

4

5

6

7

117

Page 6

1 views 00:02m avg. view

Are your sales reps on top of their game?

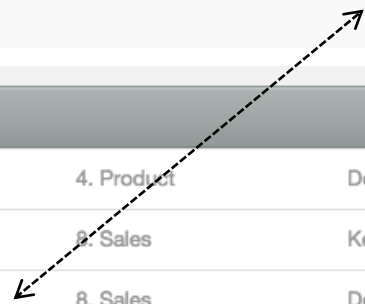


* Users Announcements Reports

Role ▾ Property ▾ ×

<input type="checkbox"/>	Name ▾	Role ▾	Created At ▾	Usage Info
<input type="checkbox"/>	Mario Haneca mario.haneca@showpad.com 3_Sales Team Mario Haneca	User	4 September 2014	Last content update: 12 May 2015

Latest Content					
<input type="checkbox"/>	May Product One Pager.pdf	21 May 2015 01:54	4. Product	Dena Nejad	<input type="checkbox"/>
<input type="checkbox"/>	5.20 Ecolab Inc 500.pdf	21 May 2015 00:55	8. Sales	Keshia Hohenstein	<input type="checkbox"/>
<input type="checkbox"/>	Showpad Features and Packages Overview.pdf	20 May 2015 22:34	8. Sales	Dena Nejad	<input type="checkbox"/>
<input type="checkbox"/>	May Product Monthly.pptx	20 May 2015 16:55	4. Product	Krishan Gupta	<input type="checkbox"/>



Reference case

GDF Suez - Electrabel : Energy



Business Challenge:

Due to scattered content and a lack of uniform messaging, Electrabel's sales reps were unable to efficiently locate their content, resulting in less time to spend with customers in the field. They would waste several hours identifying and printing the most effective material to present at their sales meetings. Further, Electrabel's marketing team lacked visibility into how successfully their content was performing. They needed to be able to identify how to best allocate their time and resources to move deals forward.

Solution:

With Showpad, Electrabel is able to organize their content and deliver consistent messaging to their sales reps in an intuitive setting. Reps can find the information they need quickly, and deliver dynamic paperless presentations to their customers. Marketing is now equipped with actionable insights for on-going and future content creation.

Business Benefit:

- 25% reduction in sales reps' preparation time
- 5 additional meetings set per week
- 41% of sales reps reported selling more additional products and services
- 2300 less sheets of paper printed per account manager each year



Key Take-aways



1. Active Selling Time is less than 40% of the available sales rep time
2. Sales enablement drives sales productivity both on efficiency and effectiveness side
3. Data can help sales managers understand the blind spots and give relevant feedback to their team
4. Sales enablement driven coaching maximizes yield of core-selling activities with direct customer engagement



Thanks!

Sell Smarter. Close Faster.

Making every sales interaction count by
aligning marketing and sales.

