



sellingedge.com

Know More. Sell More.



Buyers are getting smarter – and that makes effective selling more difficult. With the explosion of information available on the Web, buyers are now far better informed and further in the buying process before they ever interact with sales professionals.

In this buyer's world, sales professionals must immediately demonstrate a high level of expertise and value by delivering relevant knowledge and accurate answers to buyers' questions in the shortest time possible.

That is why sales empowerment with SellingEdge.com is crucial to the success of today's sales and marketing organizations. SellingEdge.com starts by getting sales professionals ready to sell faster and better. But SellingEdge.com doesn't stop there. It then surrounds sales professionals with the relevant and timely sales knowledge they need to be productive every day.

With SellingEdge.com, the time it takes to develop sales competency is dramatically reduced. Existing sales opportunities are rapidly advanced through the buying cycle and sales people are differentiated through the rapid delivery of highly relevant answers to buyers' questions and spend more time selling by minimizing the time spent looking for knowledge.

At the same time, SellingEdge.com helps marketing and sales management become an integral part of the sales cycle with tools that make knowledge contribution and management simple and easy. Even better, SellingEdge.com addresses the onerous task of repeatedly answering the same question from the field – answer just once and the knowledge is immediately available to all.

Finally, a solution that delivers on the promise to help sales and marketing teams sell more. With SellingEdge.com, you can dramatically increase the effectiveness of your sales and marketing professionals and product meaningful results.

SellingEdge.com – it adds up to higher prospect and customer satisfaction, greater staff productivity, shorter sales cycles and a strategic advantage over the competition.



SellingEdge.com

helped us streamline the exchange of expertise, offering immediate answers to critical questions and minimizing the risk of sending out information that did not have corporate approval. The system has saved us thousands of hours in employee time.”

Leading Pharmaceutical Company

Sales Empowerment with SellingEdge.com

- **Sell more effectively** by providing your sales team with the knowledge they need when they need it, so that every member performs at the level of your most knowledgeable and successful representatives.
- **Gain more time for selling**, not searching by making it quick and easy for sales team members to locate experts, peers and content.
- **Simplify and speed up the process** of sales readiness when on-boarding new team members or bringing the team up-to-speed on new products or initiatives.
- **Directly improve the day-to-day productivity** of sales professionals by continually enhancing their level of expertise.
- **Reduce sales and marketing support costs** and resource needs by cutting the time and effort needed to create, find and use knowledge.
- **Enable management insight** through comprehensive reports that clearly show sales readiness and competencies by individuals, regions and teams.
- **Achieve fast time-to-value** with the combination of the on-demand Software as a Service (SaaS) business model that eliminates software and hardware expenditure, and SellingEdge.com proven best-practice implementation methodology with typical deployment in days.

Case Study

Healthcare Services Company Drives Sales Efficiency and Quality with SellingEdge.com

COMPANY: One of the largest healthcare companies in the US provides comprehensive drug benefit services to more than 2,000 health plan sponsors and their plan participants including corporate health plans, managed care organizations, insurance companies, unions, government agencies and other funded benefit plans.

CHALLENGE: Traditionally the sales team asked 175 SMEs for support regarding the most relevant, up-to-date and legally approved information. The company needed a better way to locate the right resource, reduce the time spent searching for information, increase the sharing of best practices and cut the overwhelming number of repetitive questions.

SOLUTION: The company has empowered its staff of 3,000 sales representatives, technical specialists, and marketing managers around the world with SellingEdge.com. Approximately 1,000 sales-related documents are linked to over 350 indexed knowledge bank questions, accelerating employees' ability to answer customer questions immediately and reducing legal exposure with corporate-approved responses.

RESULTS:

- Overall adoption rate of 87% among sales, marketing and SMEs.
- Sales professional locate the exact expertise they need without exhaustive searches, voice mails, phone calls or e-mail chains.
- Improved business processes for launching new products, revising product positioning and capturing customer and marketplace insights with the ability to create and deliver corporate-approved answers.
- Increased information sharing and availability during a major merger using expert events to answers questions from sales and account services on the new company's "Day One."



The SellingEdge.com Advantage

- **Gain more time to sell.** Avoid the endless emails, phone calls and frustrating search for knowledge. Expert guidance interactively helps sales professionals find answers to buyers' questions to quickly deliver high-value information, overcome objections and reduce sales time.
- **Make every member of your team a sales expert.** A central knowledge bank combines with intuitive ways to find learning materials and content so every team member can find the information they need to perform at the level of your best representative.
- **Increase the effectiveness of marketing.** Marketing is more fully incorporated into the sales process through quick knowledge contribution via popular business tools; easy collaboration with sales professionals; controlled workflow between sales and subject matter experts (SMEs); and continual knowledge expansion.
- **Readily share best practices and experiential insight.** Online peer communities and expert exchange promote the systematic sharing of tips and tricks, ways to handle objections and experiential knowledge between sales professionals and SMEs. Because this ad-hoc knowledge is captured automatically in the knowledge bank for immediate re-use, marketing can cut the number of repetitive questions to experts by as much as 50%.
- **Ensure the accuracy of answers.** Flexible workflow manages the review and approval of content, enabling highly regulated organizations to vet the quality of content and designate its level of approval, such as corporate approved or simply a peer contribution.
- **Assess the effectiveness of your sales team's readiness.** A robust management dashboard and analytic tools help sales managers evaluate the proficiency of their teams, while marketing has a complete view of the knowledge bank to easily identify and fill knowledge gaps.

Find the Right Answer Fast

- Reduce the time it takes to find knowledge with intelligent guidance that expertly guides users to the most relevant content.
- Keep sales professionals up-to-date with automatic subscriptions assembled by topics of interest, and bulletins that alert them to important changes.
- Extract knowledge contained in training courses by automatically presenting the specific training “nuggets” that answer the question.

Easily Share Best Practices, Peer and Expert Knowledge

- Increase knowledge access and use with online peer communities and expertise exchange integrated with the knowledge bank.
- Make collaboration easy with real-time access to peer-to-peer exchanges and topic-specific discussion forums.
- If an answer isn't available in the knowledge bank, automatically route the question to the appropriate SME.
- Ensure efficient use of experts' time with workflow that automates inquiry routing to the most appropriate SMEs, controls question volume, distributes workload and establishes service levels for escalation and response time.

Provide a One-Stop Learning Center

- Use SellingEdge.com as the central hub for formal learning where sales professionals find and take courses, track what they have done and need to do, and monitor their learning scores.
- Easily monitor learning progress using comprehensive drill-down reporting to track and analyze who has completed courses, what courses need to be taken and the proficiency levels of individuals, teams and organizations.

Quickly Develop a Comprehensive Knowledge Bank

- Leverage existing knowledge with connectors for real-time access to content in corporate systems, including content management, CRM, ERP and file systems, learning systems, email servers and internal or external Web sites.
- Make new content creation easy with desktop plug-ins for Microsoft® Word, PowerPoint, Outlook, Excel, Internet Explorer and file systems so that contributing is as simple as “Save As”, “Send to” or a Wiki entry.
- Organically grow knowledge by automatically capturing the ad-hoc knowledge created during peer and expert online exchanges.

Effectively Manage Knowledge and Learning

- Use automated workflows to route contributions for review and approval and differentiate content as peer, expert or “corporate approved” knowledge.
- Set expiration dates so that content is automatically archived or returned to its creator for revalidation.
- Continuously improve content using extensive reporting and analytics to identify gaps in the knowledge bank.
- Use actionable, real-time management dashboards to quickly identify learning gaps for individual staff members, groups or the entire team. Drill down into the dashboards to identify who is and is not proficient, review test scores to determine exactly where learning gaps exist and take action to deliver the learning to the right individual.

Reduce Deployment Time and Costs

- Meet budget, resource and business objectives with the SaaS deployment model to eliminate software and hardware expenditure and reduce IT resource needs.
- Achieve fast-time-to value with SellingEdge.com best-practice implementation methodology and quick configuration capabilities. Depending on your implementation, you can be up and running in days.

About SellingEdge.com

SellingEdge.com, an OutStart company, is a visionary leader in what is growing into a mission critical space for collaborative sales enablement.

Founded on the belief that knowledge is sales most valuable asset, and sales teams are only as good as the collective knowledge that the organization makes available to them to respond to buyers' requests, communicate value and differentiate. SellingEdge.com enables and empowers sales teams to discover and share their organization's deep, but often underutilized know-how and as a consequence, make their sales teams more efficient, collaborative and effective.