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Sales knowledge on demand

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OutStart has released [OutStart SellingEdge.com](#), an on-demand sales and marketing knowledge management solution designed to help revenue-producing teams sell more by providing them with the just-in-time knowledge required to facilitate and accelerate buying cycles.

OutStart claims that [SellingEdge.com](#) delivers a complete sales and marketing knowledge management solution that:

- creates a collaborative environment connecting revenue teams with their peers to facilitate sharing of best practices;
- enables sales professionals to readily identify and obtain knowledge from experts, reducing both the time and effort to get expert knowledge;
- provides workflow tools to ensure that accurate answers are provided in a timely basis;
- captures knowledge organically as it is shared by peers and experts without changing the way people work, thus eliminating the need for experts to repeatedly answer the same question and ensuring that knowledge shared once is available to the entire sales team;
- uses everyday tools, such as Outlook, so that questions can be asked and answered within a commonly used program, making it easy and natural for users;
- provides instant 24x7 self-service access to already captured or contributed knowledge;
- integrates with existing knowledge sources, such as file systems, CRM and transactional databases, corporate learning systems, intranets and public Web sites; and
- delivers on-demand sales readiness through the delivery of training at any time that reduces time to proficiency while maximizing learning effectiveness.



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