



Covering the latest in Content, Document and Knowledge Management

From the publishers of KMWorld magazine

Search KMWorld



24x7 service
Worldwide access
Easy escalation to email and chat

CLICK HERE
to set your
customers free.

KMWorld Magazine

Subscribe to KMWorld

KMWorld & Intranets
Conference/Exposition

KMWorld NewsLinks

White Papers

Buyers Guide

Web Events

Event Calendar

Research Reports

Advertise with KMWorld

Sales knowledge on demand

Posted Jun 12, 2007



[Print Version](#)

Page 1 of 1

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.



Research Centers

Business Intelligence

Business Process
Management

Collaboration

Competitive Intelligence

Content Management

Customer Relationship
Management

Digital Asset
Management

Document Management

E-mail Management

Enterprise Application
Integration



[Print Version](#)

Page 1 of 1



[Add Comment](#)



[See All Comments\(0\)](#)



[Send a Letter To the Editor](#)