



Problem

Sales teams struggle with actively engaging their prospects/buyers throughout their unique purchasing journey and overall customer experience.

When it comes to their product search, buyers are more independent and knowledgeable than ever. They are looking for a targeted and personalized buying experience. A successful sales process now requires the right customer engagement to move prospects from qualified to closed. This engagement is known as Buyer Collaboration.

This problem can be a bleeding point for your sales goals. Fortunately, the growth of digital sales strategies allows for fewer obstacles in this area, if executed correctly.

PDF Sample

ProteusEngage provides solutions for the challenges surrounding:

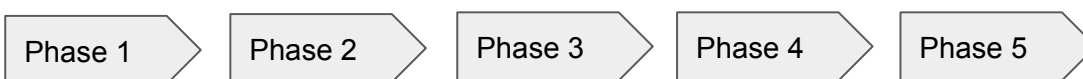
- Maintaining personalized engagement during long or complex sale cycles
- Educating multiple decision makers
- Visibility of prospect activity and probability of deal closure
- Timely and relevant messaging (how to get your differentiation across)
- Ineffective message delivery to prospects

Solution

ProteusEngage BCP (Buyer Collaboration Platform) works by easily creating personalized purchasing workspaces to build trust, collaborate, solution match, and help buyers make confident purchase decisions.

Phases and Experiences

ProteusEngage is designed to help organizations with the challenges of buyer engagement and sales execution in all phases of the customer experience:



- Phase 1 - Introduction - Relationship and Brand Building
- Phase 2 - Qualification - Product/Service Matching
- Phase 3 - Sales Closing Process - Increased Client Value
- Phase 4 - Contracting - Delivery - Onboarding
- Phase 5 - Current Customer - Cross Selling

"Buyer enablement is, in essence, the next evolution of sales enablement. It provides both the 'what' and the 'how' through prescriptive advice and practical support"

- Melissa Hilbert, Research Director at Gartner