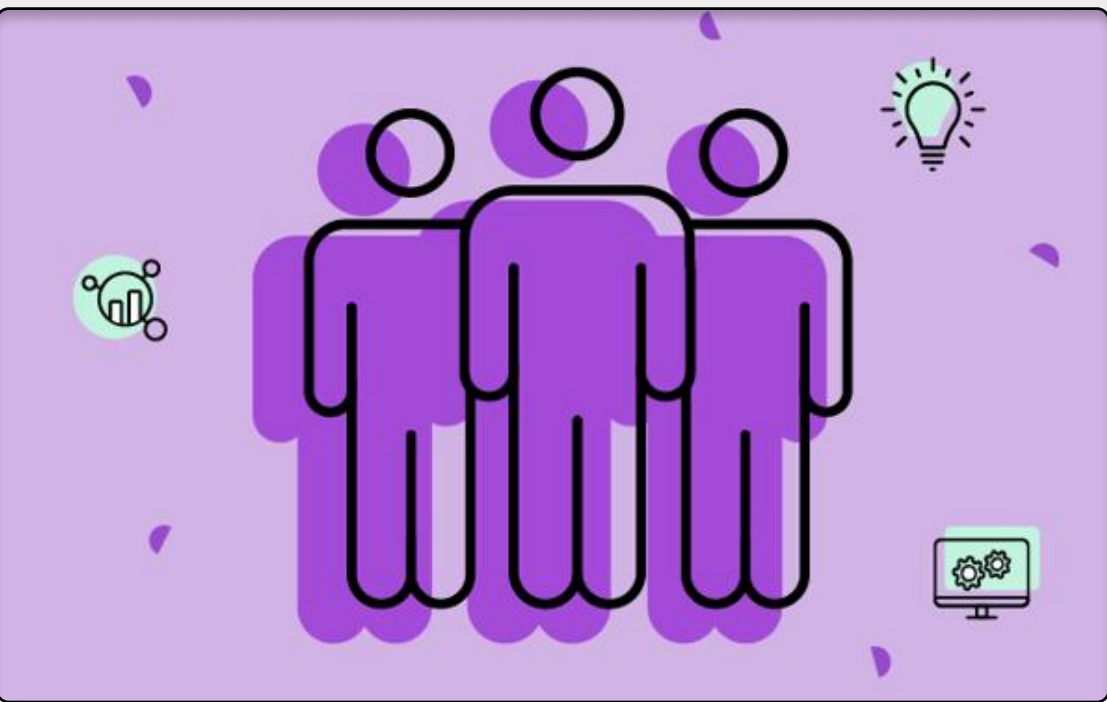


NEXRON MEDICAL THERAPY BLOG

Introducing Seller Engagement: A New Way to Analyze Battlecard Usage and Win Rates



Creating competitive enablement assets like battlecards can feel like a futile effort if they aren't being used by your sales team. Is anyone reading this intel? Are these battlecards making an impact on how my reps compete? Are we seeing results where it matters most — win rates?!

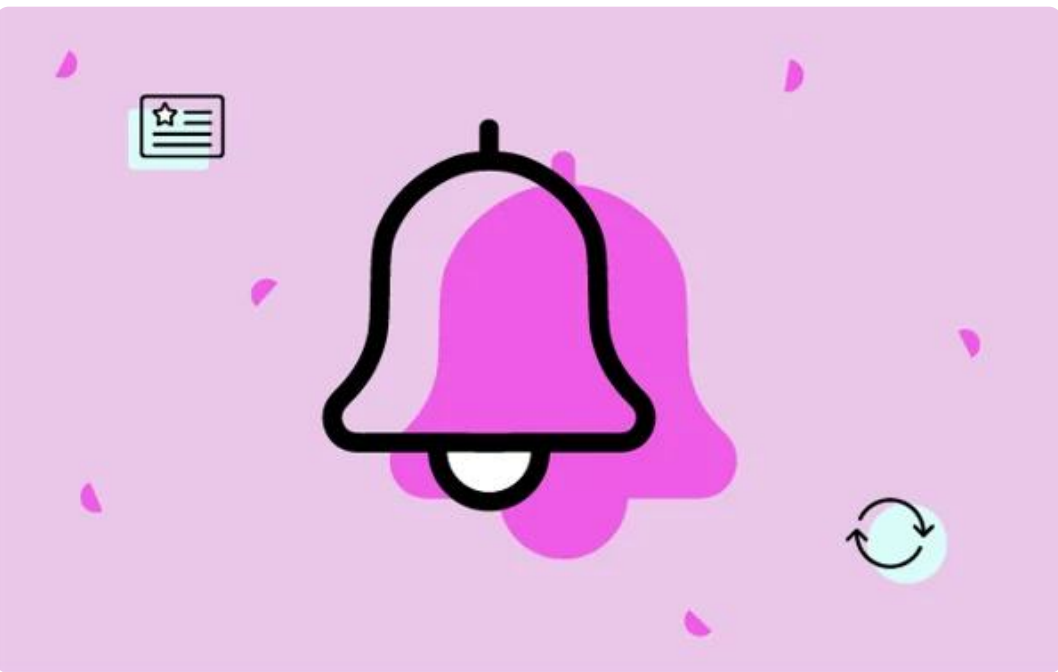
Today Crayon introduced Seller Engagement, a new set of analytics that reveals which sellers are engaging with battlecards AND winning deals. Product marketers and CI leaders can use Seller Engagement analytics to be more intentional and proactive when they collaborate with their sales teams on battlecard content.

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