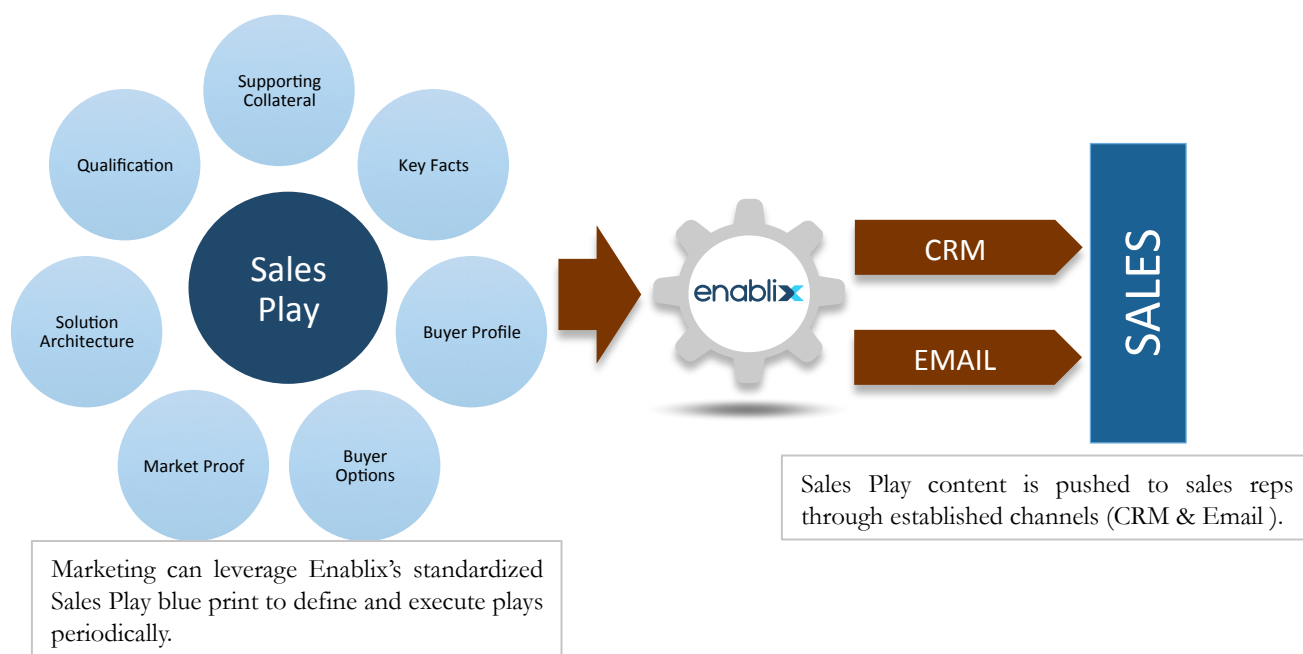


Automate Sales Plays

Tailored sales plays to generate pipeline

In today's B2B sales organizations, maximizing the lifetime value of your most strategically important customers is critical. Effective key account management requires a structured approach with targeted sales plays, insightful, collaborative selling and regular evaluation. However sales plays seldom find any attention outside the four walls of a quarterly or half-yearly business review. 'Go To Market' and targeted 'Sales Plays' strategies are discussed ad nauseam and decisions are made. But there are no means to follow through on those decisions and strategies. As a result those important strategies just become line items in a power point deck and writings on a white board.

Enablix helps sales and marketing effectively execute sales plays and generate pipeline. Furthermore organizations are armed with valuable data that can help them refine their future sales plays and increase their return on marketing and sales investments.



Define

Marketing and experts define sales plays in Enablix. They leverage Enablix's content blueprint to plug in their sales play content.

Targeted & Personalized

Enablix recommends hyper targeted and personalized information and collateral to the sales community. Relevant intelligence improve sales engagement and drives adoption

Measure

Definition, recommendation and engagement of a sales play is measured against the impact on sales pipeline. This provides stakeholders valuable insight for future investments.