

Sales Content Pro

Sell Sheet

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What they're saying:

“SAVO played a pivotal role in helping us bridge the gap between marketing and sales. With SAVO we have opened a direct link between the person who owns the information and the person who needs it. We have a system that empowers both sales and marketing to advance toward financial success.”

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Dan Zyrek

Global Lead for Sales Knowledge Management at Experian

Bridging the Gap Between Marketing & Sales

Deliver Marketing Approved Content Exactly When Sales Needs It

Sales Content Pro – Single Source of Truth

When sales reps search 7 different systems and can't find the marketing materials they need, they revert to their hard drives or worse yet, they create their own stuff. Brand and message accuracy suffer, best practices are lost, and marketing budgets are flushed away.

\$20B

Marketers spend \$20 billion a year creating content and messaging for sales.

90%

90% of marketing content and assets are never used by sales.

40%

Sellers spend as much as 40% of their time searching for the most recent and relevant marketing materials.

Sales Portals that Actually Put Sales First

SAVO Sales Content Pro bridges the gap between marketing and sales by providing an effective single source where the most relevant and recent marketing content is always available to your sales team at the right time and in the right context. Sales reps get what they need, when they need it and marketing gains valuable insights into exactly what messaging or assets are working (or not working) to drive sales performance.

SAVO

**SMARTER
SELLING™**

savogroup.com/products/sales-content-pro

Sales Content Pro Highlights:

- Create, flexible, customized sales and marketing portal pages to support digital playbooks, competitive intelligence or product specific information.
- Sales optimized content management makes it easy for your sales people to find what they need when they need it from a single source.
- Sellers access great portal pages where they live, through their web browser, in their CRM system or on their mobile device.
- External social and RSS feeds, team rooms and engaging online forums help your sellers get advice and give critical feedback.
- Understand what's working and what's not working with insightful reporting and analytics.

Sales Enablement for Smarter Selling

Sales Content Pro is part of SAVO's integrated suite of sales productivity solutions, that help marketing and sales teams work together to win more deals faster. Over the lifecycle of a deal SAVO provides messaging, content, sales process reinforcement, task automation, and mobility for sellers to maximize their performance and inspire their customers.

To learn more about how SAVO can help your team sell smarter contact your local SAVO sales representative today or visit www.savogroup.com/products/sales-content-pro

