



mediafly®

The Evolved Selling™ Solution



Winning high consideration business deals now requires sophisticated, consultative, and technology-enabled salespeople.

Forrester Research, Inc.²

Maximize Manufacturing Distribution Channels for Stronger Sales Outcomes

Did you know 62% of B2B buyers say they can develop selection criteria or even finalize a vendor list based on digital content alone? Your buyer has changed. They're increasingly digital, reading about products and services online, and engaging with your sales reps later in the buying process than ever before. When they finally engage, a static pitch deck outlining the features and functions of your product won't cut it.

Today's buyers demand tailored sales interactions that:

- Address their unique challenges or business goals
- Effectively communicate your value proposition in the context of their business
- Use relevant data and insights to teach them something new about their business or industry
- Differentiate your offering in a crowded marketplace

Using a sales enablement technology, Manufacturing companies can shift their sales strategy to a consultative, value-driven approach and increase average order value, accelerate deal velocity, and exceed revenue goals.

For maximum benefit, Manufacturing companies that elect to implement a sales enablement technology should deploy the solution for both direct and indirect or channel sellers.

Why?

According to a Forrester Consulting study, commissioned by Mediafly,:



of **MANUFACTURING PARTNER SELLERS** struggle to personalize sales discussions to align with buyer needs

-Forrester Consulting

- 23% of Manufacturing partner sellers lack the resources to facilitate data-driven discussions
- 34% of Manufacturing partner sellers lack enough understanding of the company's value proposition to sell effectively
- 25% of Manufacturing partner sellers struggle to personalize sales discussions to align with buyer needs
- 25% of Manufacturing partners lean on static pitches, rather than facilitating interactive, consultative discussions

With nearly half (49%) of annual revenue coming from indirect channels, Manufacturing companies who neglect to provide their indirect sellers with tools to elevate sales conversations and meet the expectations of the modern buyer risk putting themselves at a serious disadvantage.



B2B enterprises that invest in Sales Enablement platforms for **PARTNERS** are 1.5x more likely to report an increase in customer lifetime value
-Forrester Consulting

In fact, the same Forrester Consulting study, commissioned by Mediafly, found that B2B companies that deploy sales enablement platforms for their partners:



Companies that have **ENABLED** their **CHANNEL SELLERS** with Sales Enablement technology report 1.4x higher revenue growth than companies that haven't
-Forrester Consulting

- Are up to 2.3x more effective at achieving their sales goals
- Report 1.4x higher revenue growth
- Are 2.1x more likely to report double-digit revenue growth
- Are 1.5x more likely to report an increase in customer lifetime value

How?

A robust sales enablement technology will increase visibility into the sales process and drastically improve the sales experience by:

- Putting relevant and up-to-the-minute content at your sellers' fingertips and ensuring they can access it from any device, anywhere - whether online or offline

- Enabling sellers to quickly and easily create personalized and dynamic sales presentations that resonate with buyers
- Offering marketers insights into what content drives revenue, so they can focus efforts on what matters most
- Equipping sellers with interactive sales tools, like ROI or TCO calculators and health assessments, that capture real-time input from the buyer and use it to demonstrate the value your product will bring to their business
- Seamlessly integrating with CRM or other sales systems for a 360° view of the customer



Companies that have already deployed **Sales Enablement** platforms to their **PARTNERS** are up to 2.3x more effective at achieving their sales goals
-Forrester Consulting

Mediafly customer **igus**, a German-based manufacturer of polymer products, empowers more than 1,000 sales reps to improve engagement with prospective buyers. The company's sales enablement application offers sellers the ability to incorporate interactive features and real-time, data-driven insights into their presentations for more personalized and engaging buyer experiences.



Sources:
1. "It's Time to Enable Your Channel Sellers for Evolved Selling", a commissioned study conducted by Forrester Consulting on behalf of Mediafly, July 2018.
2. "B2B Consultant Sellers Reign In The 21st Century," Forrester Research, Inc., May 22, 2017.

About Mediafly

Mediafly is a mobile sales enablement solution that enhances how brands engage prospective buyers. By using Mediafly's technology, marketing and sales teams at companies including PepsiCo, Disney, GE Healthcare, MillerCoors and Charles Schwab, are able to deliver custom, dynamic sales presentations quickly and efficiently, engaging customers with insights that are relevant to them. Mediafly's Evolved Selling™ solution enables sellers to be more flexible, insightful and interactive in their sales interactions, resulting in increased sales and stronger customer relationships. Mediafly has been named to the Inc. 5000 list of fastest growing companies for four years consecutively in addition to being named Inc.'s Best Places to Work of 2017. Visit [Mediafly.com](https://www.mediafly.com) or follow [@Mediafly](https://twitter.com/Mediafly) for more information.