

mediafly[®]

The Evolved Selling™ Solution



A widespread problem with a partner channel is lower than expected revenue growth or inconsistent returns... In cases like this the culprit may be what you are doing or not doing to enable your partners' success.

*Marketing Manager,
\$500-999M CPG company*

*Commissioned Forrester Consulting
study, 2018*

Maximize CPG 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, CPG 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, CPG 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 CPG COMPANIES LACK enough VISIBILITY into their sales process to evaluate the consistency of buyer experiences

-Forrester Consulting

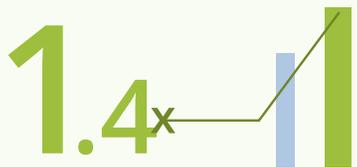
- A gap in resources for indirect sellers is a top challenge for CPG companies
- 21% of CPG companies lack enough visibility into their sales process to evaluate the consistency of buyer experiences
- 38% of CPG partner sellers lack the resources to facilitate data-driven discussions
- 35% of CPG partner sellers are unable to sufficiently personalize sales discussions to align with buyer needs

With nearly half (49%) of annual revenue coming from indirect channels, CPG 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 MillerCoors deployed a mobile-ready sales enablement solution to distribute on-demand, complex, data-rich content in a simplified, easy-to-use format. With access to relevant and insightful category insights and interactive sales elements like ROI calculators at their fingertips, the company's on-premise channel was able to reverse years of declining distribution. The initial success of the application prompted the company to expand from 250 users to over 8,000 users across on-premise, grocery, liquor store, and convenience store channels.



Source: "It's Time to Enable Your Channel Sellers for Evolved Selling", a commissioned study conducted by Forrester Consulting on behalf of Mediafly, July 2018.

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.