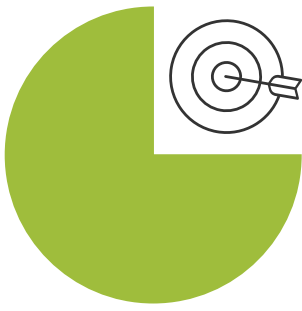


Is your sales and marketing organization EVOLVED



B2B BUYERS HAVE CHANGED

What Buyers Want From a Sales Interaction



75%
of Buyers want Sellers to show how their product/service impacts their business



77%
of Buyers want Sellers to help them learn something new

74%
of Buyers want Seller to pivot meeting to discuss what buyer wants to talk about



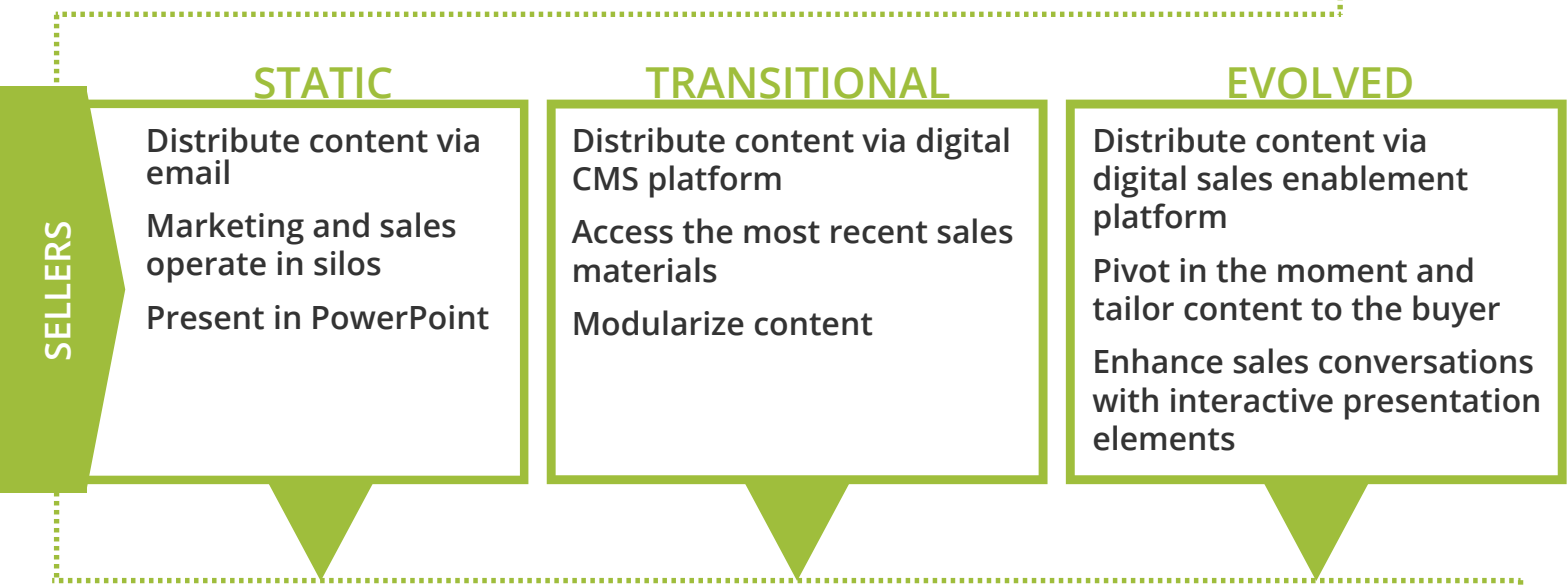
77%
of Buyers want Sellers to integrate customized data insights

Forrester Research



EVOLVE YOUR ORGANIZATION

Evolved Selling™ is a Journey



EVOLVED SELLING™ ORGANIZATIONS

The Business Impact

ACCELERATE DEAL CLOSURE

28-43%
lift in recently closed deals

DRIVE COMPANY GROWTH

40-66%
lift in reported revenue growth

DRIVE REPEAT BUSINESS

82%
lift in buyers likely to consider them for new opportunities

INCREASE CROSS-SELLS

70%
lift in buyers purchasing more than they scoped

Forrester Research

READY TO EVOLVE?

Take the Survey to Find Out Where You Are on Your Journey

mediafly.com/survey



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The Evolved Selling™ Solution

Mediafly.com