

A man in a grey sweater is looking at his smartphone. The background is a blurred office setting. The image has a light blue tint.

The SAVO Perspective: How You Can Turn Content Into Action!

Now you can choose from a range of options for digital content management. Here are some helpful hints on how to select the right technology for your team.



Move beyond Search-based CMS

Search is no way to run a content delivery system. How can reps search for something when they don't even know it exists? Lacking a way to discover the latest and greatest content, reps keep falling back on the same old materials they already know – materials that may be outdated or ineffective.

Seamless fit: Content delivery must fit seamlessly into the everyday workflow of reps in the office and in the field. User adoption is critical for your ROI. Therefore, access to the content system should be convenient and easy, no matter what reps are doing or where they are located. If content gets segregated into an isolated system, people won't use it. Sales are just-in-time thinkers, recommending content when and where it's needed increases its relevancy and usage.

Align Content Delivery with your Sales Process

Content delivery must align with the organization's sales processes and methodologies. It should reinforce training and best practices. It must adapt to the sales team's way of doing business (instead of forcing people to adapt to the system). Content is not just a brochure or powerpoint deck. Content includes discovery questions, competitive insights, coaching tips and more. It's essential to surround reps with content and subject matter experts at the right stage in the sales process.

Content delivery should integrate with CRM, ECM and other entrenched systems. Reps need one source of truth. Leverage existing investments and training, rather than replacing them with yet another silo of information. In the average company, reps must search across seven systems (sometimes more) to find the content they need.

Get an integrated Sales and Marketing-based System

Sales and marketing should control this system – business needs an agile system to organize content, govern updates, and measure success. Business dynamics are constantly changing; new competitors emerge, markets expand, new products are launched. As a result, the business needs to easily update the content, tools and resources that sellers need to react to these changes.

Reps need to customize content – without muddling the message. Smart reps will always be tweaking materials to fit the individual prospect and opportunity. They need to do it efficiently, spending less time in the office and more time in the field. At the same time, content must be protected so changes won't undermine the core messaging, branding and compliance..

Keep Content Fresh

Content owners must prevent bad content from poisoning the well. Too many companies expect reps to dig through hundreds, even thousands of assets. Most of that content is old, ineffective and forgotten. Don't expect reps to separate the wheat from the chaff – they don't have the time or the knowledge.

They'll simply give up and stop using the database. Content owners need tools and governance procedures to target aging, duplicate and unused materials and either update or delete them. More importantly, content needs to be searchable and discoverable. Even if marketing develops “killer” content, if reps cannot find the materials, the content will go unused and to waste.

A photograph of a business meeting in a modern office. Several people in business attire are gathered around a glass table, looking at and pointing to various documents and charts. The charts include a pie chart and a bar chart. The background shows a large window with a view of a city skyline.

Deliver Content-in-Context

Above all, the system must deliver the right content in the right context. Sales is a just-in-time environment. Content is only useful when it is relevant. Relevant to this rep and this customer, for this opportunity and at this point in the buying cycle. A prescriptive content engine should serve up the best resources for each situation. This is the way to promote sales productivity and ensure that content actually contributes to winning sales revenue.

SAVO knows that any successful approach to automating sales content must address all of the above concerns. That's why we developed SAVO Smarter Content. Don't take our word for it: ask our clients about the results.



Get Bottom-line Results

Winning Results: SAVO understands that you need advanced technology for content delivery. And more critically, you need expert guidance from a trusted partner. Someone who understands your business and is committed to helping you achieve significant results. Because this is not just about rolling out new software – it's about growing revenue and getting a higher return on your investment in sales content.

On the following pages, see just how adoption of the SAVO platform has brought about measureable results for world-class sales organizations at:

Citrix Rockwell

Automation

WelchAllyn

Scientific Drilling



Before SAVO: A time-motion study found that sellers spent only 15% of their time selling, and 25% building presentations.

With SAVO: In just six months, the time spent building presentations dropped to 18%. Thus freeing up 7% more time to sell across 6,700 internal reps and 10K+ global channel partners.

Rockwell Automation



Less time
creating
materials



Less time
modifying
materials

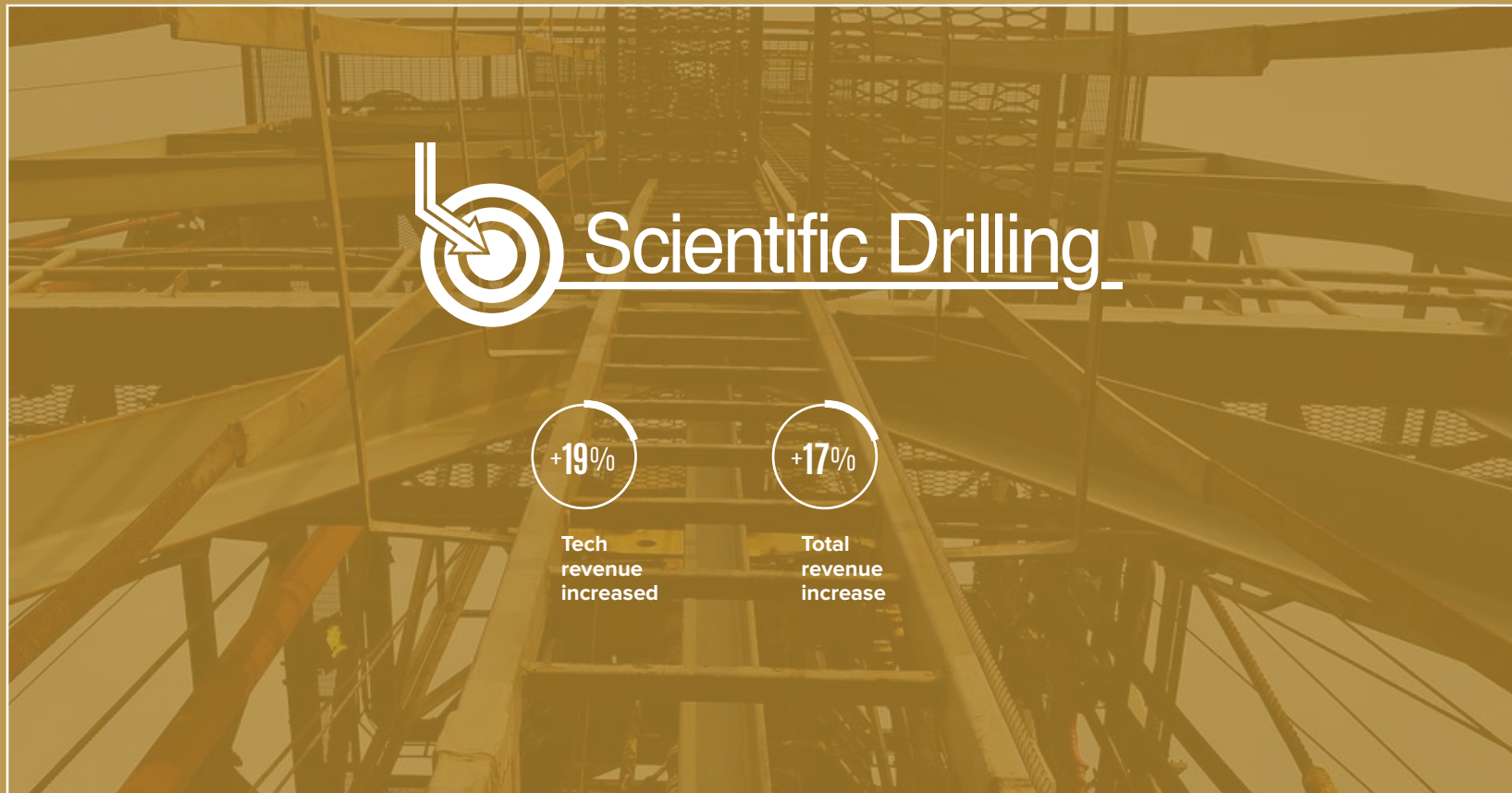
Before SAVO: Reps struggled to assimilate a huge technical product line, with abundant and complex sales materials. One distributor said “Selling Rockwell’s products is harder than it should be – there’s a lot of friction in the sale.”

With SAVO: 62% of reps say they spend less time creating and modifying materials. Andy Ramspott, leader of worldwide sales enablement, says “We’ve increased our efficiency dramatically and are able to measure that impact. Now, we can focus on increasing sales effectiveness, which is the next step in our sales enablement journey.”



Before SAVO: At a critical time in the healthcare industry, reps wanted to spend more time with customers and less time in the office. Meanwhile, the company wanted to quickly leverage success across geographic and business units.

With SAVO: Reps are closing bigger deals and recently hit a new milestone: five deals worth \$4.5M in just one year. Reps access 80% of marketing content in just two clicks, giving them more time to spend in the field.



Before SAVO: In the oil & gas industry, where success is built on relationships and account penetration, SDI was flying blind and working in silos. After a client visit, reps had to wait a day or two to get back to the office, type a report and send it to a distribution list just to let everyone else know what was going on.

With SAVO: Mobile tools put reps in contact on the spot with a strategic account manager who coordinates a unified sales effort. There's been a direct correlation in incremental revenue by 17%, and new technology revenue is growing 19% year over year. SDI's commercialization process is 2 months shorter – putting new tech into the market sooner and generating more dollars.



About SAVO

A trusted partner who can help you turn content into action – and guide you at every step on your sales enablement journey. Sales content management is one part – a critical part – of your company’s overall sales enablement effort. The companies that are most successful at achieving solid business results are those that start from a strategic, holistic, company-wide perspective. They measure where they are and use that knowledge to decide where they’re going. This is a serious undertaking – but you don’t have to go alone.

SAVO is unique among vendors of “content management” software because we provide so much more than just software. We enable you with:

Expertise. Your success depends on more than just technology. You need a partner you can trust to guide you over the long term. Only SAVO has the depth of knowledge that comes from more than a decade of working with leading companies to optimize every facet of sales enablement. We will assist and advise you at every step, from benchmarking your current performance and refining your business and financial goals... to measuring results and helping you plot a course for where to go next.

Breadth of offerings. Your current situation – your objectives – your resources are all unique. You can’t settle for a cookie-cutter approach. SAVO offers a full range of sales enablement applications.

All so you can start where you are and progress at the pace that makes sense for your business. Ultimately, you can count on us for a complete end-to-end solution that supports your sales force and channel partners through the entire sales cycle, campaign to close.

Enterprise Scalability. Start small or start big. SAVO’s software-as-a-service applications are easily scalable, from a single business unit to a global enterprise. SAVO technology provides best-in-class security, reliability and integration with other systems including CRM. You can’t outgrow us and we’ll make the relationship last with ongoing support, periodic consultant-led checkups and a vibrant user community.

For more information about sales content delivery, capturing higher content ROI and empowering your sales force to win revenue, visit us at savogroup.com



Copyright © 2015 SAVO Group Ltd.

US Corporate Headquarters
155 North Wacker Drive
Suite 1000
Chicago, IL 60606

UK Corporate Offices
1234 Sparks Boulevard Drive
London 00722 UK