

Smarter Content

SAVO

The Ultimate Sales CMS Platform

Research shows most reps spend more time hunting for and customizing content than they spend selling. Small wonder so many companies suffer from close rates that stubbornly won't improve...or keep getting worse. SAVO's Smarter Content solves this problem so you can convert more leads and get a higher ROI on the content Marketing creates...and Sales actually uses.

SAVO 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.

FACT:

\$20b

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

FACT:

90%

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

FACT:

40%

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

The right content where it's needed.



Web

- Create flexible, customized sales and marketing portal pages to support digital playbooks.
- Tailor the experience based on role, team or channel partner.
- Bundle and share content with prospects or internal teams, understand what's working and what's not working with real-time reporting and analytics.

CRM

- Embedded access within through your CRM systems like Salesforce.com or Microsoft Dynamics.
- Intelligent recommendations on messaging, content, coaching and experts based on experience.
- Flexible configuration exposes key content and links right from your CRM record.

Mobile

- Native mobile apps for Apple iOS + Android devices
- Push fresh messaging, presentations videos and other assets in front of sales with guided selling.
- Enable sales reps to create their own sales kits of what works best for them.
- Get your point across in compelling new ways with powerful white boarding.

Get the right resources to accelerate every sales opportunity.

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