



showpad

Align Marketing and Sales, Today!

Marketers struggle to create and distribute effective content to their sales team. They can't ensure that the latest content is used and consistent messaging is delivered. On average, 90% of content that is created by marketers goes unused.

Sales reps struggle to quickly find the right content to use in their meetings and share with prospects. On average, sales reps spend only 22% of their time actually selling, wasting the rest of their time on follow-ups, administrative tasks and searching for or creating relevant content.

This disconnect between marketing and sales leads to great inefficiencies. Marketing wastes time creating unused content. Sales loses time trying to find effective content and gauge how to follow-up with prospects.

Work Smarter, Close Deals Faster

Showpad gives marketing control over content and messaging while providing the sales team with effective material to present and share with prospects.

The prospect's interaction with content can then be tracked post meeting to help sales identify key customers and follow-up steps. Marketing can also track content performance, using insight to create more powerful content.

By streamlining the entire sales process, Showpad will enable your company to sell smarter and close deals, faster.

What They're Saying



Showpad is one of the most successful tools that we have implemented in years. It is very well adopted within Aurora, very intensively used and we get a lot of positive feedback from sales reps and customers.

Simon Coombes, Technology Director at Aurora Group

Showpad Benefits

- Make sales more productive and marketing more effective.
- Consistent messaging and brand representation.
- Dynamic sales conversation.
- Shorter sales cycles and larger deals.
- Decrease cost of sales and sales training.
- Accurate forecasting.



BASF

Heineken

VIESSMANN

VOLVO



GDF SUEZ

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Online Platform

Apps on Any Device



How Does it Work?

In Showpad, marketing builds an organized, branded experience featuring the latest content. Sales can then easily access, present and share content with prospects anywhere, anytime, on any device. When the sales meeting is over, prospect's interaction with the content is tracked, providing sales with actionable insights for next steps. Marketing can also track content performance, using insight to create more powerful content. By streamlining the entire sales process, Showpad will enable your company to close more deals, faster.

Showpad for Sales

- Spend less time looking for the right content
- Have more engaging/dynamic sales conversations that win deals
- Access any type of sales collateral online or offline on any device
- Close deals faster by seeing what prospects are doing with shared content
- Provide accurate forecasts

Showpad for Marketing

- Unify messaging and communications
- Make sure the sales team is always 100% equipped with the latest content
- Get insights into how sales reps are using and customers are interacting with your selling materials
- Optimize your sales content for better conversion based on knowing what works

Get Started Quickly and Accelerate Your Sales

It's easy to get started with Showpad. Request your 14-day free trial today at www.showpad.com and discover how we will help your sales and marketing teams work better together.

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