

Bis hierhin, aber nicht weiter?

So überwinden Sie den Status quo im Vertrieb





That's all Folks!

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57%

der Kaufentscheidung ist bereits getroffen, bevor überhaupt mit dem Vertrieb interagiert wird

68%

der Käufer nennen "Wissen über unser Unternehmen und dessen Herausforderungen" als Hauptgrund bei der Anbieterwahl

92%

der Vertriebsmitarbeiter werden nicht als vertrauenswürdige Berater angesehen

70%

der Zeit eines Vertriebsmitarbeitenden wird für administrative Tätigkeiten aufgewendet vs. aktive Verkaufszeit mit einem Kunden

58%

der Pipeline kommt ins Stocken, weil Vertriebsmitarbeitende keinen Mehrwert bieten können

72%

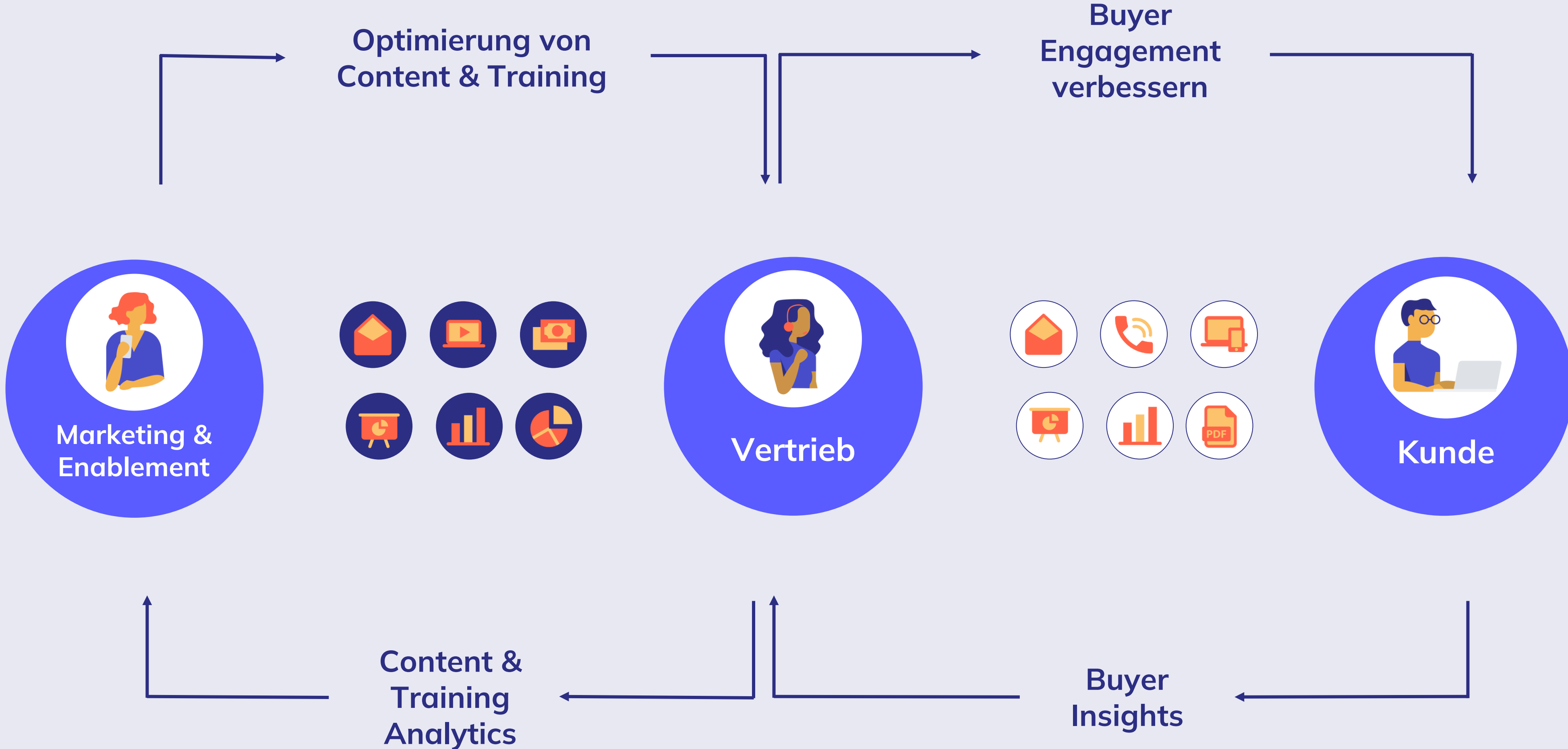
der Vertriebsmitarbeitenden gehen davon aus dieses Jahr ihre Ziele nicht zu erreichen



Um bessere Gespräche zu führen, müssen wir den Status quo herausfordern...



...und Vertriebsteams die Möglichkeit geben, durch ein einheitliches System Mehrwert zu schaffen



Showpad eOS™ Enablement Operating System



Sales Content
Management



Seller
Effectiveness



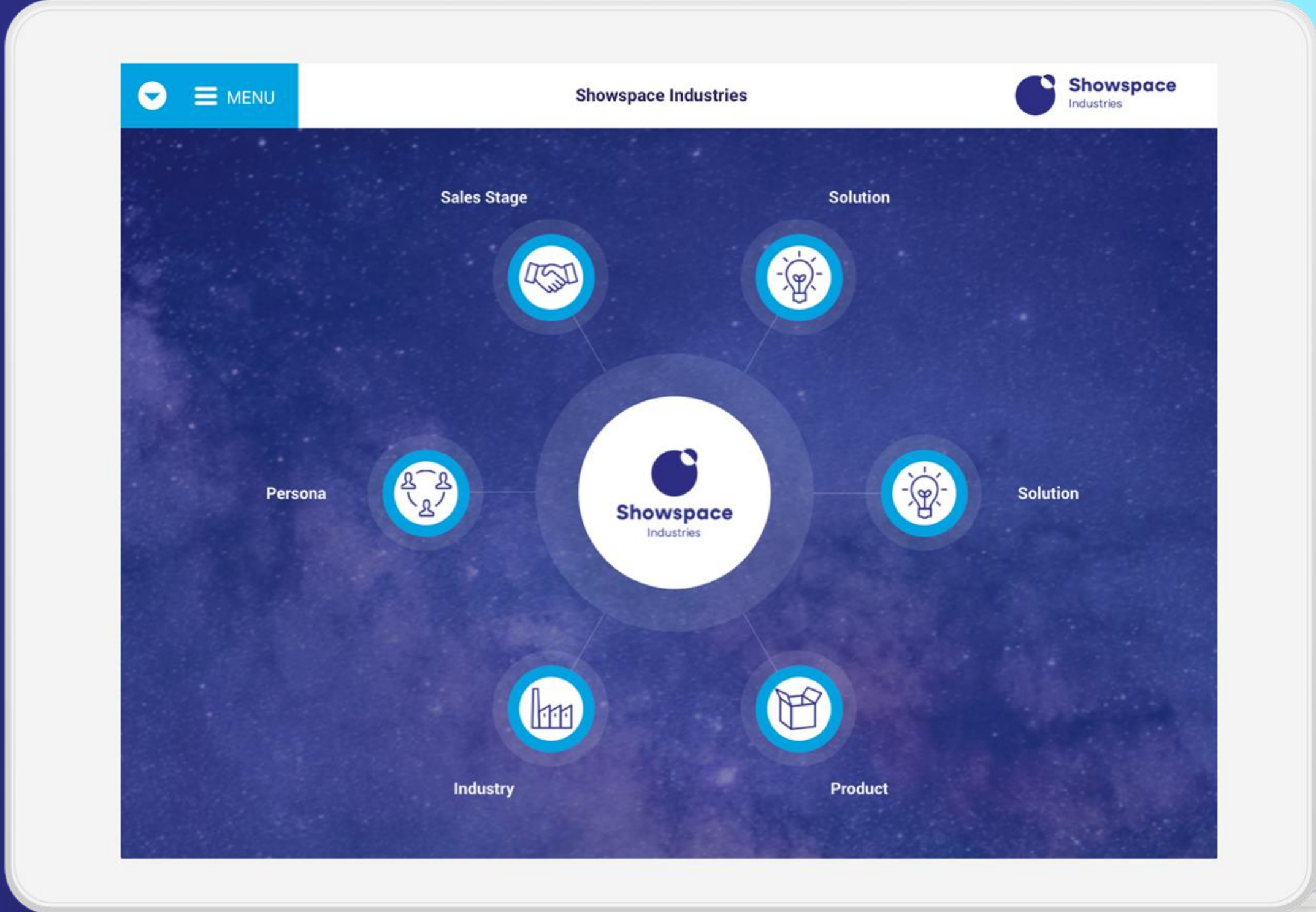
Buyer
Engagement



Analytics
& Insights

Sales Content Management

The screenshot displays the Showspace Industries dashboard. At the top, there is a navigation bar with links for Home, Content, Coaching, Meetings, Shares, and My Team. A search bar is also present. The main header features the Showspace Industries logo. Below this, three large blue icons represent different content categories: Product Release (hot air balloon), Leadership Update (circular flow), and News & Events (factory). The dashboard is divided into several sections: 'All' (with a search bar), 'Email', 'Get a link', and 'Add to Collection'. Below these are three content cards: 'Visual Discovery', 'Dynamic Presentations', and 'Pitch Builder (List)'. Further down, there are sections for 'Material', 'Recently Updated Material', and 'Popular Meetings', each containing a list of documents and videos with their respective icons and titles.



Seller Effectiveness

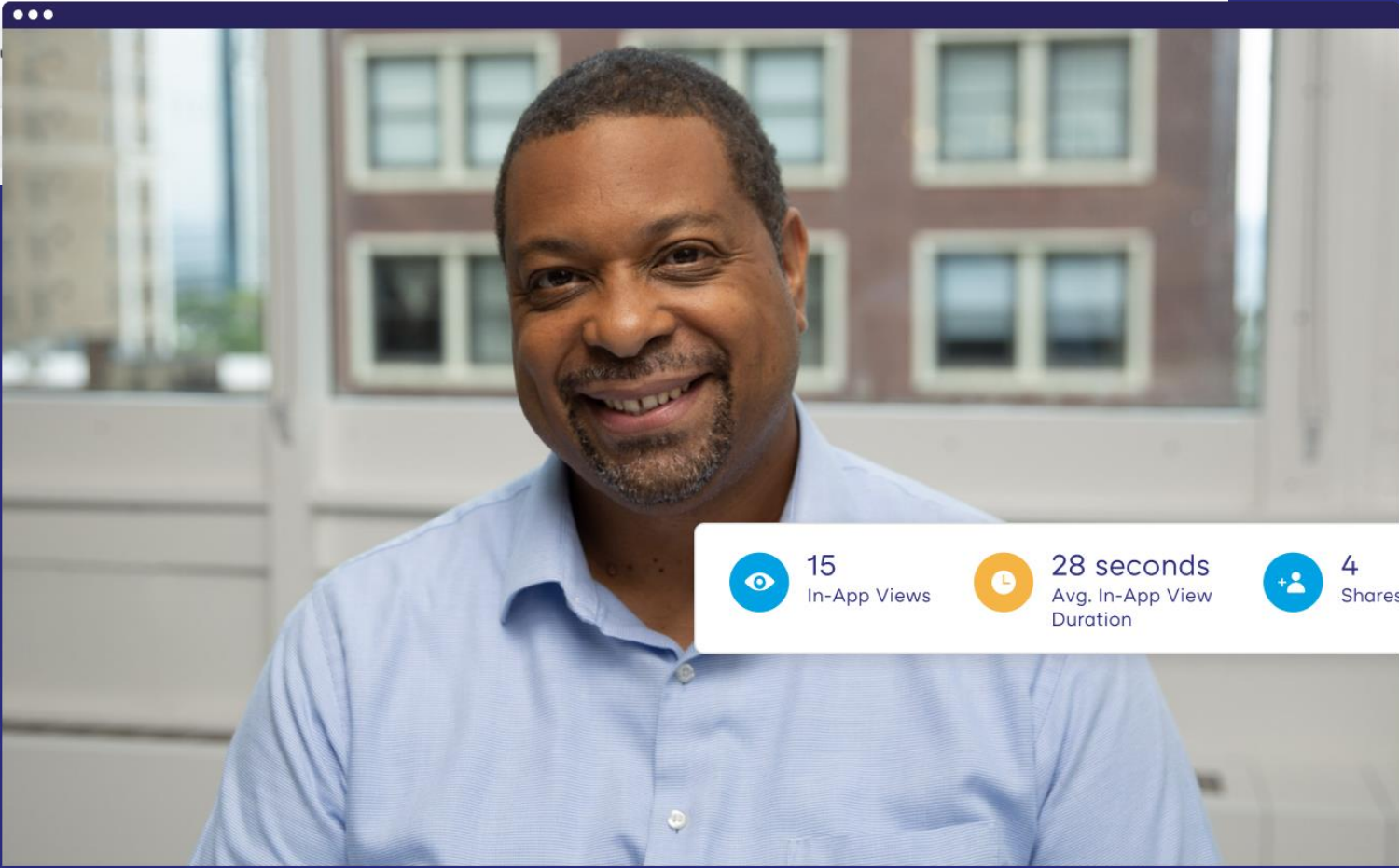
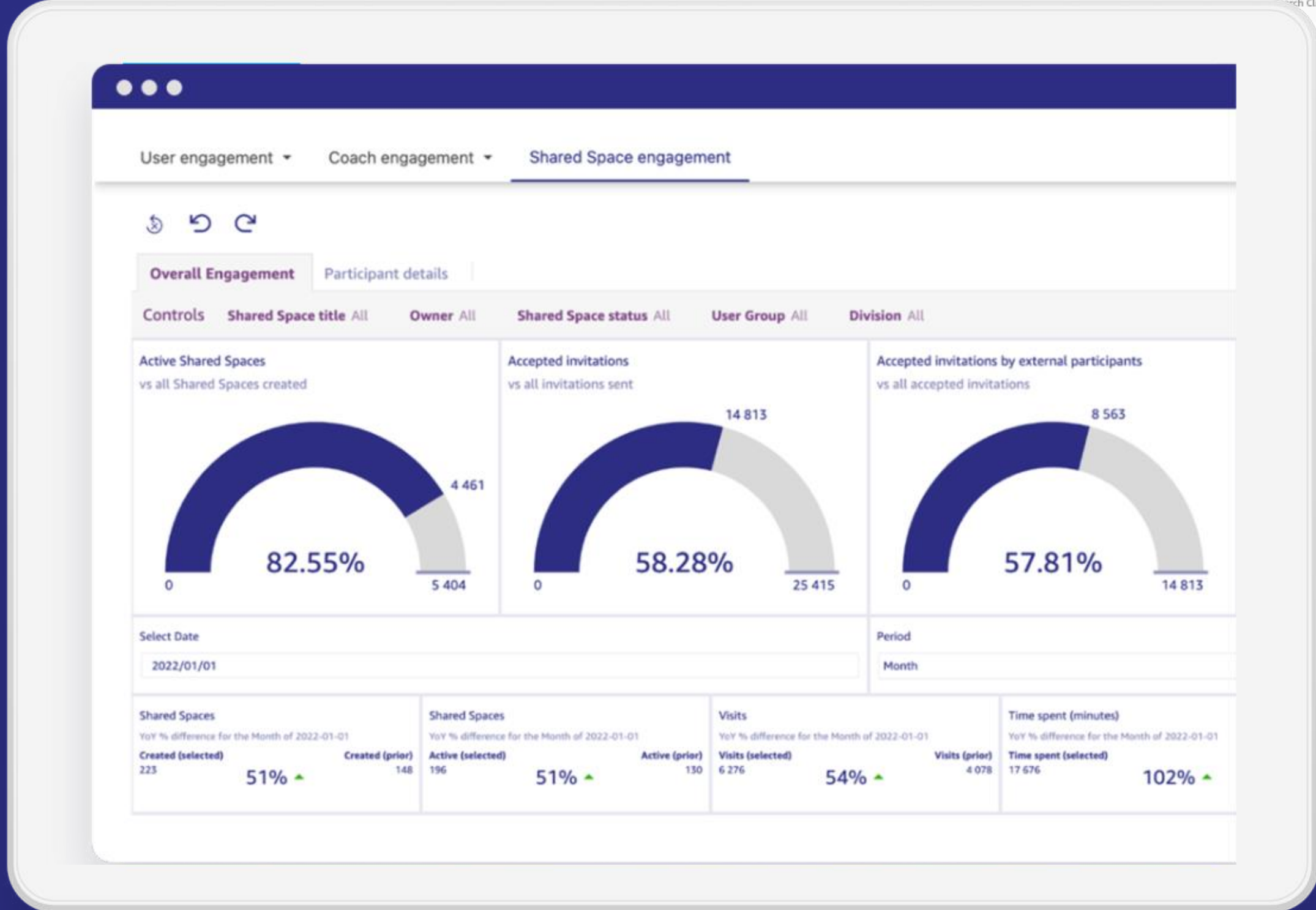
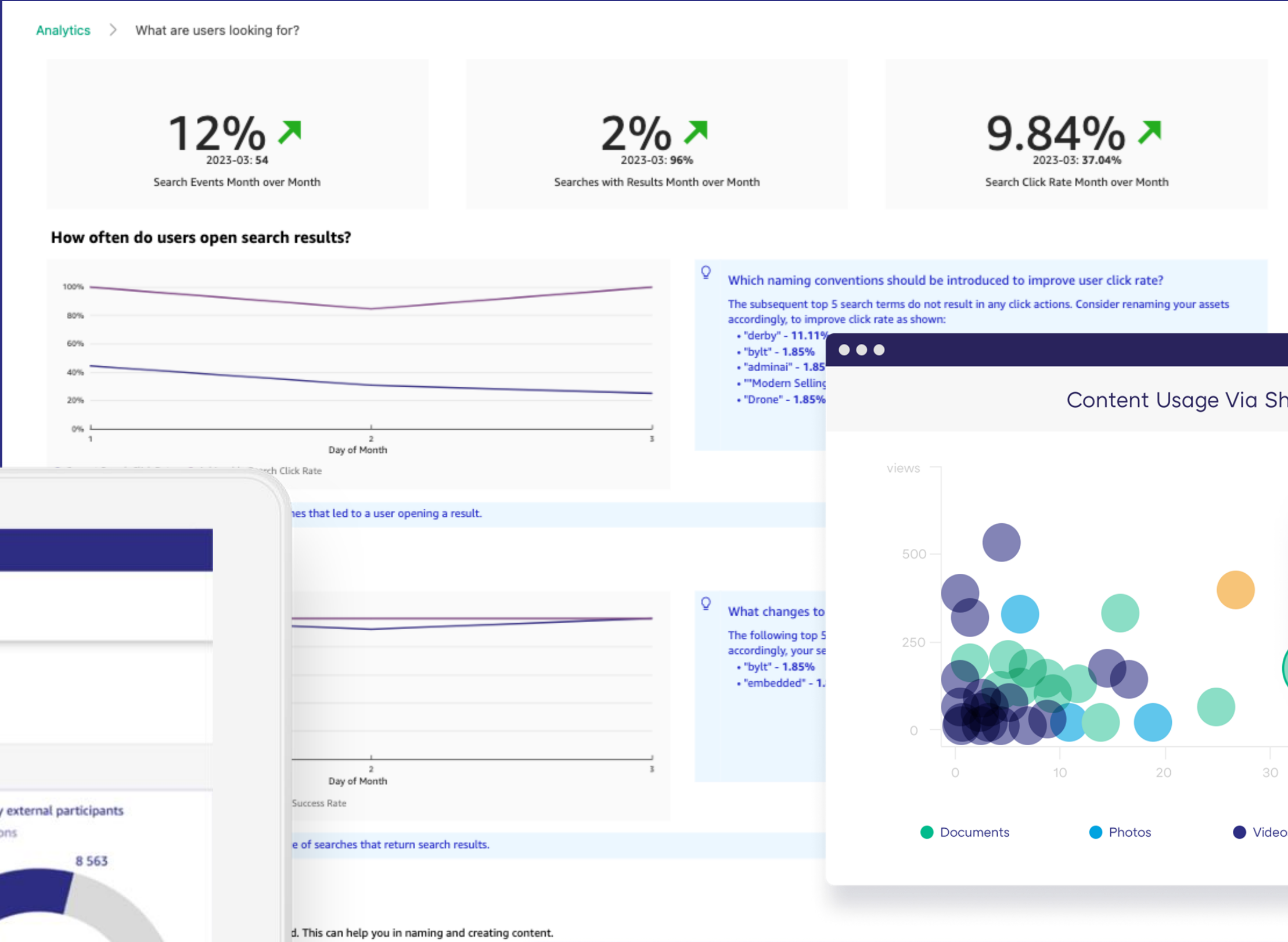
The dashboard features a navigation bar with 'Home', 'Content', 'Coaching', 'Shares', and 'My Team'. Below it are tabs for 'My Assignments', 'Library', 'Social', and 'Bookmarks'. The 'My Assignments' section displays four summary cards: 'Paths to Do' (6), 'Courses to Do' (15), 'Pitch IQs to Review' (50), and 'Tests to Grade'. A grid of course cards follows, including 'Company Messaging' (10m to completion, 28% progress), 'Elevator Pitch' (4m to completion, 0% progress), 'Employee Onboard' (36m to completion, 100% avg. test grade), 'SCORM Export Examples' (40m to completion, 0% progress), and 'Solutions & Insights' (0m to completion, 80% progress). A laptop in the foreground shows a detailed view of a 'Pitch IQ' assignment for 'James' Pitch', submitted on 9 Aug 2018. The assignment goal is to demonstrate mastery of company messaging. A recorded pitch video is shown with a play button, and a performance analysis section includes sliders for Clarity (8), Confidence (2), Knowledge (7), Enthusiasm (5), and Goal Achieved (6). The total score is 90% (Pass).

Buyer Engagement

The screenshot shows a web browser interface for a 'Shared Space' named 'AAG'. The top navigation bar includes 'Home', 'Content', 'Coaching', 'Shares', and 'My Team'. The main content area features a header 'AAG' and a welcome message: 'Hey Everyone - Welcome to your Shared Space hosted by Showpad. This is where I like to share content to help in your evaluation process as it's a great way to collaborate together in a 'digital deal room' format. Feel free to add anyone else from your side and @ mention me on any content if you have any questions or requests and I'll get back to you ASAP.' Below this, there are user avatars for 'Antoine Richert' and 'max.mustermann.showpad@gmail.com'. The interface displays a list of content items: 'Videos' (with a description 'Add an optional description' and metadata '0 Folders, 2 Files, Last updated: 02 Feb 2022'), 'Corporate details' (with the description 'Everything to know about Showspace'), and 'Latest comments' (including a comment from Antoine Richert: '@everyone please find here the pricing sheet we discussed'). A decorative space-themed illustration with planets and a rocket is on the right.

This screenshot shows a video player interface for 'Showspace Industries'. The video title is 'personal recording.webm'. A sharing menu is open, showing options for 'External Sharing' (Email, Get a Link, Add to Shared Space) and 'Internal Sharing' (Share with Colleg...). The video content shows a man in a light blue shirt smiling in front of a brick building. The Showpad logo is visible in the top left corner of the player.

Analytics & Insights



Von heute an in die Zukunft



Ad hoc,
keine Struktur

Erstellung einer
einzigen Quelle für
Vertriebsmaterialien

Weiterbildung von
Vertriebsteams,
Schulungen und
Guided Selling

Käufer mit
eindrucksvollen
Erlebnissen fesseln

Erweiterung der
Lösung durch das
Partner-Ökosystem

Wirkungsvolle Ergebnisse erzielen



33%

kürzerer
Verkaufszyklus

40%

mehr Interaktionen
nach Meetings

2X

höhere Öffnungsrate
von E-Mails

2 W.

Reduzierung der
Einarbeitungszeit





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Vielen Dank!

