



What's Hot in Sales Enablement

Digital transformation is touching all areas of the corporation—including one of the toughest areas to automate, the sales team. In the following sales enablement special report, we will take a look at the compelling reasons to incorporate e-signatures into your workflow to drive business value and enable end-to-end digitization. We will also take a look at how using a sales enablement hub benefits that other sales enablement department—marketing—by giving those reps clearer and deeper insights into how sales uses their content. Sales enablement platforms powered by artificial intelligence keeps sales teams on track and helps marketers produce more targeted content that is more likely to close more sales.

Sales enablement tools create more efficiency, more productive reps, faster cycles, and, of course, higher revenue.

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AND MARKETING**

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E-Signatures – What Starts Digital, Stays Digital

It is difficult to talk about managing enterprise content without mentioning electronic signatures. E-Signatures make it possible to create end-to-end digital workflows. They help maximize ROI from ECM, while enhancing productivity, compliance, security and analytics. For these reasons, we're seeing a spike in e-signature implementations with storage and collaboration tools like Box, Microsoft SharePoint and other ECM technologies.

BUSINESS VALUE

According to analyst firm Aragon Research, “less than 30% of all document processes are fully digital. Aragon estimates that enterprises still spend 1 – 2 percent of revenues on imaging and printing.”¹

Electronic signatures, digital business and ECM are interdependent. Without e-signature capability, documents continue to be printed for signing, then photocopied, shipped, corrected, imaged back into the system, archived and shredded. The good news is, as much as 90% of the time and cost of administrative labor dedicated to managing paper can be offset through e-signatures. Not to mention benefits like faster decision-making, shorter sales cycles and improved customer experience.

Case in point: RBC Royal Bank. According to *ITbusiness*, “Instead of printing a voluminous agreement for a client to put wet ink on, only to rescan it into the ECM system later, the signature is captured on a digital pad. ‘During peak periods we’re saving 2 -3 hours per week per advisor,’ says Keith Wilson, senior manager of sales force technology enablement at RBC. ‘With 8,000 advisors, that is about 24,000 hours per week in time saved.’”²

COMPLIANCE

In the last few years, financial services, insurance, healthcare and government have embraced digital transformation. A major driver is compliance and risk. Many

organizations are concerned about legal risk or they struggle with the constantly changing regulatory landscape in their industries, in part because manual processing is so error-prone. But rather than react to regulatory pressures with additional people, manual controls and process complexity, businesses that adopt e-signatures:

- Leverage workflow rules to execute transactions correctly and consistently;
- Capture a full audit trail and electronic evidence;
- Minimize exposure to risk due to misplaced or lost documentation;
- Make the process of e-discovery easier, more reliable and less expensive.

In addition, e-signature solutions like eSignLive by VASCO make it easy to demonstrate compliance and reduce legal risk through the ability to playback the exact process that was used to capture signatures. Imagine the VP of Compliance asking for transaction records from five years ago. How helpful would it be to quickly produce all the signed records, in good order, AND replay the entire web-based signing process for context?

HOW E-SIGNATURES FIT WITHIN ECM SYSTEMS

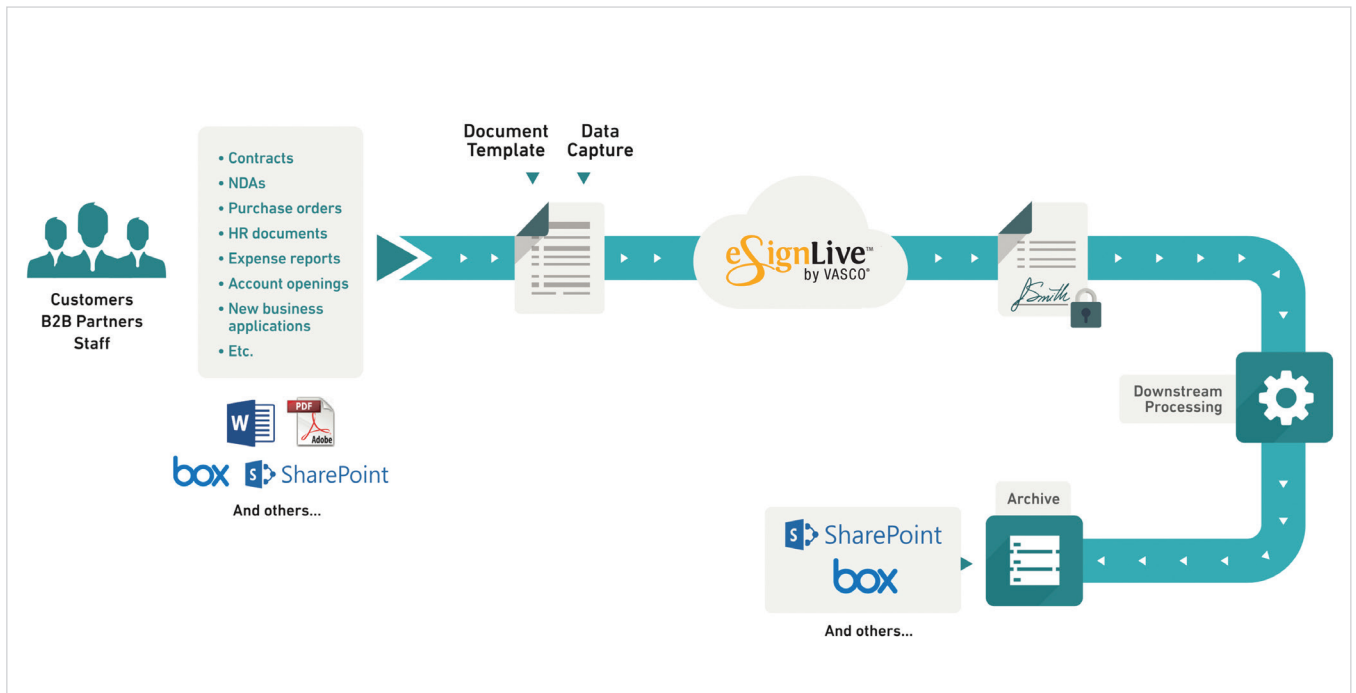
According to Forrester Research, “Enterprises and customers now recognize that e-signature is an important enabler of tomorrow’s digital business.”³

Today, business is digital and e-signature is a foundational technology enabling end-to-end digitization. Consider an insurance application as an example. Customer data is captured and application forms are filled out. When the package is ready to be signed by the customer, traditionally it would revert to paper. Instead, documents are handed off to the electronic signature solution. A solution like eSignLive then manages every aspect of the e-sign process, including notifying and authenticating signers, presenting documents for review, capturing intent, securing the documents, collecting evidence and more.

¹ The Aragon Research Globe™ for Digital Transaction Management, 2018

² <http://www.itbusiness.ca/news/rbc-sales-team-saves-time-and-trees-with-esignatures/50671>

³ Forrester Research, The State of E-Signature Implementation: 25 E-Signature Use Cases Show Adoption Trends, October 2017



Once e-signed, the documents can be downloaded in PDF format (an ISO standard) and stored in any archiving system. The e-signature audit trail and the security travels seamlessly with the document, ensuring the record can be verified independently of the e-signature service. A document-centric approach to embedding e-signatures within signed records allows for greater portability and easier long term storage in an ECM solution.

Additional META data related to the e-sign transaction can be handed off to the ECM as well for analytics purposes.

GETTING STARTED

Contrary to what some might think, adopting electronic signatures can be quick and easy and does not require IT or programming resources. Sign up for e-signatures and you can upload and start sending out documents today. For companies who might be looking for a more integrated, automated workflow, e-signature plugins for Microsoft

SharePoint, Salesforce, Microsoft Dynamics CRM, or Box are available. Businesses can quickly and easily enhance approval workflows with a more robust e-signature solution than a checkbox on an approval routing sheet, while also automating archival. ■

eSignLive™ is the electronic signature solution behind some of the world's most trusted brands. Regulated industries and top analyst firms recognize eSignLive's products and services for their ability to balance the highest levels of security and compliance with ease-of-use while automating any process – from the simplest, internal signing workflow to the most complex, customer-facing transactions. Available in the cloud and on-premises, the eSignLive solution offers a scalable platform to support an organization's digital transformation strategy across the enterprise – today and tomorrow.

To learn more: www.esignlive.com



Top 5 Reasons Marketers Need Sales Enablement

Marketers at organizations of all sizes are tasked with promoting the company, building the brand, and generating awareness. But all too often, marketers are asked to adjust and respond to the demands of a sales team, many of whom don't understand or appreciate the value of marketing content in the first place.

When marketers spend valuable time and company resources on creating content the sales teams say they need, they rarely see the ROI on those efforts. CRM and marketing automation tools have kept marketers data rich when it comes to an understanding of how customers interact with public-facing materials, but those tools are not delivering an understanding of what is happening in the field during direct sales interactions with customers.

Marketers have a unique opportunity to take advantage of new suites that have become known as sales enablement platforms (like Bigtincan Hub) to help build integrated and symbiotic relationships with sales. These platforms can finally help marketers understand how sales works (and vice versa) without having to send out tedious surveys or schedule lunch meetings to get insight into the sales process.

Often times, marketers to just leave the management of the sales enablement program to the sales ops team. But with a thorough understanding of sales enablement tools and the results that they can deliver marketing teams can tap into what is happening in the field.

CREATING THE RIGHT CONTENT, EVERY TIME

Marketing departments often have limited insight into the materials sales teams actually need to be

successful. With next-generation sales enablement software, marketers can understand exactly how the sales team works in the field – how they engage with customers, what materials they are presenting, which they are sharing, and which pieces are resonating with prospects.

UNDERSTANDING HOW MARKETING IS IMPACTING THE TOP LINE

Sales enablement software empowers marketers with details into the daily use of content by the sales team, and when combined with CRM software like Salesforce.com, provides direct insight into what content is helping to close specific sales. Marketers can start to see how the sales team and the customers interacted with that content, allowing for creation of more content that actually works, based on data – not guesswork.

MOVING THE NEEDLE ON ADOPTION AND USE OF CONTENT

Just creating and refining content isn't enough – the sales team still needs to adopt that content into their everyday selling processes. Sales enablement tools encourage sales team to use devices like iPads and smartphones to provide a new way of interacting with their customers, in ways that can deliver increased levels of engagement and, of course, more sales. By using tools like Bigtincan Hub, powered by AI technology, marketers can have a helping hand in ensuring that sales people have access to the right content at their moment of need, helping to drive forward the selling process.

MODERNIZING A COMPANY'S IMAGE AT THE TOUCH OF A FINGER

Empowering sales teams with mobile devices like iPads and

smartphones, in conjunction with smart sales enablement software can help reps present the right image, showing prospects and customers what the business is all about – modern, technology-savvy thought leaders. Technologies like Bigtincan are built to be customized, and a custom-branded application to show a client can propel a salesperson past another who is digging through a legacy portal or intranet.

USING MACHINE LEARNING AND AI TO INCREASE SELLING AND PRODUCTIVITY

At the end of the day – the top reason why marketers need sales enablement is to help sales teams work smarter without additional headaches. Imagine having an assistant that could work with salespeople to help them to improve how they work, recommending the right information and content to send to the customer, and even assist them to more effectively log their actions into tools like CRM. That vision is now within reach, with smarter AI-powered sales enablement software like Bigtincan Hub. More data, collected through actions automatically recommended to sales reps, means more points for marketers to use in their content creation strategy.

With the power of sales enablement tools, marketers can now start to think differently, create more effective content, and get an understanding of exactly that content is helping sales teams close deals, and discover the true impact of content on the organization's bottom line. ■

Contact Us

To speak with a sales representative in your region, contact sales@bigtincan.com or call 617 981 7557. To learn more about Bigtincan, please visit www.bigtincan.com or follow us on Twitter @Bigtincan.

CLEARSLIDE

Seamless Selling: Bridging the Gap between Sales, Sales Enablement, and Marketing

There are hundreds of sales enablement tools available, but most only accomplish a small part of the selling process. Stitching together disjointed tools is confusing and time consuming for salespeople — and difficult for marketing and sales enablement teams to manage. Research shows that the average seller uses 5-8 different tools every day and only spends 35% of their time actually interacting with customers and prospects.

Sales Engagement Platforms combine content management, integrated communications, and analytics into a single solution. With the best content and detailed engagement insights at their fingertips, sellers can effectively respond to prospect signals across channels — ultimately shortening sales cycles and enabling more meaningful customer engagement. For marketing and sales enablement teams, Sales Engagement Platforms provide a view of cross-channel activity and engagement — revealing how sellers are engaging with buyers and what impact sales content is having across the buyer journey.

Organizations using Sales Engagement Platforms such as ClearSlide are transforming business results — and the numbers speak for themselves. ClearSlide customers report seeing at least 10%-20% increase in number of closed deals, 25% decrease in time to on-board new salespeople, and 50%-80% reduction in selling costs.

By bridging the gap between sales, sales enablement, and marketing, ClearSlide drives a seamless selling process and helps make every buyer interaction successful.

EASILY ACCESS CONTENT — AND MEASURE IMPACT

Salespeople waste time searching for the most up-to-date content and switching between disconnected

point solutions. ClearSlide makes it easy for reps to access the best marketing approved content and share it across any channel — whenever and wherever they are, whether in the office on their laptop or remotely on their mobile device. With slide-by-slide buyer engagement data, teams know the content they are using is the most effective at moving the sales process forward.

ONBOARD & COACH FASTER

With ClearSlide, sales and enablement leaders can monitor and compare individual sellers, identify top performers, and set performance benchmarks. Support skill development with scalable and cost effective sales training and coaching tools such as insights dashboards, meeting recordings, and a best practices library — to drive improved rep performance from initial on-boarding to ongoing coaching and training.

INCREASE CRM ADOPTION AND DATA QUALITY

Sales reps love ClearSlide because it is tailored for how they want to work — whether from the web app, Outlook or Gmail, CRM, or mobile apps. High ClearSlide adoption increases the quality of sales data and drives higher adoption of CRM. By automatically logging rep activities and customer engagement data to your CRM, ClearSlide helps ensure leaders and managers have the data and insights they need to make more intelligent business decisions — and enables reps to spend more time actually selling.

FORECAST WITH CONFIDENCE

By mapping high-value ClearSlide engagement data, leaders can instantly see which deals are on track — and which deals may be at risk. Insightful dashboards in ClearSlide and CRM

help leaders visualize data to make more informed decisions.

WHAT'S NEXT? FACT-BASED VS. 'GUT FEEL' DECISIONS

There is a growing demand for these kind of deeper insights and analytics throughout the sales process and Aragon Research predicts that Sales Engagement Platforms will grow into a \$5 billion industry over the next five years.

A recent survey conducted in conjunction with the Sales Enablement Society revealed that an alarmingly high percentage of sellers still rely on “gut feel” for forecasting and making key decisions. According to the survey, 73% of sellers rely mainly on gut feel, rather than fact-based metrics, to forecast whether their deals will close. An even higher number of sellers (78%) rely on gut feel when deciding what action to take next at various stages in the sales process.

Experience and intuition will always have a role to play, but best-in-class organizations are moving to fact-based sales processes and pulling ahead. In the survey, sales professionals ranked sales engagement tools and sales analytics/business intelligence as the technologies that will be the most transformational over the next 12 months. The landscape for sales and sales enablement is changing — and it's a wakeup call for sellers still relying mainly on gut feel about the need to bring deeper insights and analytics into their sales processes. ■

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