SALES ENABLEMENT TECHNOLOGY
Buying Guide

The process of selecting a sales enablement technology can be daunting when the stakes are high for the organization. Use this guide to structure your sales enablement evaluation and find the vendor that meets your needs.

1 BUSINESS VALUE & ALIGNMENT

Confirm the solution benefits all teams that will use it.

- ☐ How easily is content distributed?
- ☐ Can sales reps modify content?
- ☐ Does this save sales time?
- ☐ Will this integrate with current systems?

2 CUSTOMIZATION

Determine how important a customized solution is for your organization.

- ☐ Can we brand the sales app?
- ☐ How will sellers find content?
- ☐ What will our app look like?
- ☐ How do we ensure content is up-to-date?

3 IMPLEMENTATION

Implement a new solution on your terms.

- ☐ What do we need for a successful adoption?
- ☐ What is our deadline to launch?
- ☐ How will we roll it out internally?
- ☐ How do we get technical support?

4 PRODUCT ROADMAP

Find out how innovative the company is for future development.

- ☐ How do customers influence updates?
- ☐ What's on the product roadmap?
- ☐ What's your process for enhancements?
- ☐ How forward-thinking is their culture?

5 SECURITY

Make sure your assets are protected.

- ☐ Are external security audits done? What do the latest results look like?
- ☐ What are their server backup policies?
- ☐ What is their software development lifecycle?
- ☐ Who has access to our content?

DON'T FORGET TO USE THE RESOURCES AT YOUR FINGERTIPS!

Case studies, customer testimonials and user experience reviews can be found on most websites and will help you get a full picture of the sales enablement solution that is best for your organization.

For more information about sales enablement technology, visit *Mediafly.com*.

mediafly®
The Evolved Selling™ Solution