

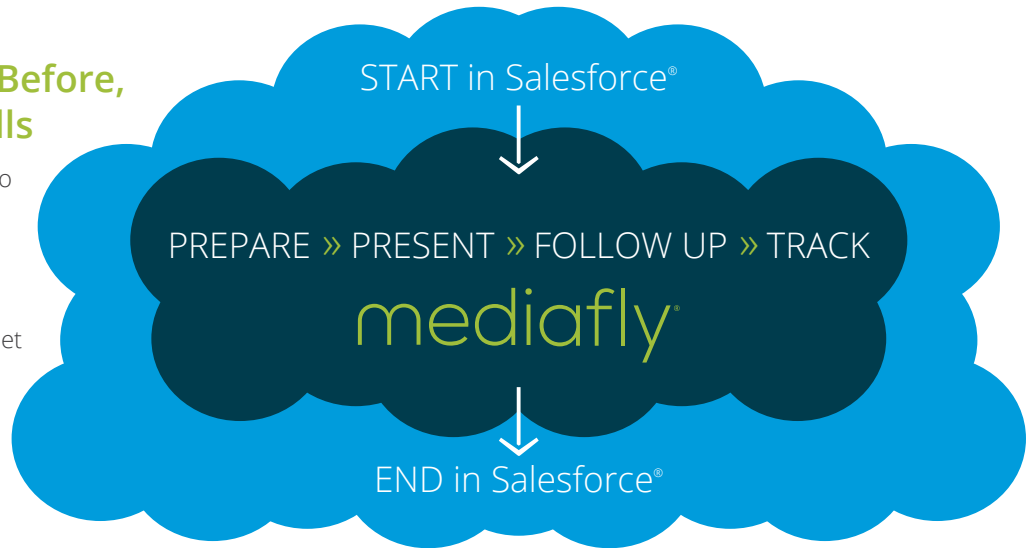
Make Salesforce® Even More Powerful During the Selling Experience

mediafly®

Be More Prepared, Personal & Responsive Before, During & After Sales Calls

Compete stronger. Adding Mediafly to your current Salesforce® CRM system solves the problems we all worry about—time, money and effectiveness.

Our multi-faceted Evolved Selling™ toolset equips you to meet the challenges of selling to today's sophisticated buyers head-on. With Mediafly, you can get to your sales goals faster, before, during and after the sale.



Prepare • • • • • Present • • • • • Follow Up • • • • • Track • • • • •

- » Choose your content
- » Find Recommended Content within Salesforce® Opportunity Manager
- » Re-mix sales presentation components

Compete & WIN

- » One content repository benefits both marketing & sales teams
- » Instant access saves time sending, retrieving & assembling materials
- » Apply proven-effective, Recommended Content to every sales meeting
- » Stay in Salesforce® before, during and after your meetings

Save Time—As much as 20% weekly!

- » Create “play lists” of content based on prospect interests
- » Pivot presentation components to fit sales conversation
- » Up-sell & cross-sell with instantly accessible sales materials
- » Pull industry data & insights into your presentations, as you present
- » Present visually with auto-generated charts & graphs

Compete & WIN

- » Personalizes your selling story
- » Allows sales to respond ‘on the fly’
- » Use the right content at the right time—puts an end to canned presentations
- » Impress prospects with objective data & insights
- » No more spreadsheets! No more paper!

- » Share materials with your client instantly
- » Alerts when contact opens sent files

Compete & WIN

- » Effortless sharing—one-click emails during the meeting!
- » Emails sent from any device within Salesforce® are auto-captured as Activity Records
- » Stores content records shared for easy recall
- » Know when your client opens, forwards or shares your sent files

Grows Sales 10% or more for 2 of 3 companies

- » Record and Track sales content & meeting data in real-time (as Custom Objects & Activities in Salesforce®)
- » Analyze and measure effect of content presented: Content use is mapped to closed deals

Compete & WIN

- » Saves time with auto-updates to the Opportunity, Account or Contact
- » ROI measures for your content:
 - Marketing & Sales knows what's working
 - Sales Managers can track usage by staff member
 - Management knows where to invest in future
- » ROI reports detail most viewed/valued content by all users
- » Create new best-practices to empower EVERY sales team member

The Evolved Selling™ Solution From Mediafly Solves Your Company's Need For:

Dynamic Content Control & Access

- » Makes current marketing content easier to find, use, share and track
- » Saves time—potentially hundreds of thousands of hours—in finding, sending and assembling sales materials
- » Increases alignment, efficiency and effectiveness of sales and marketing processes
- » Measures what content works, and what doesn't; who is using it, AND what content drives revenue



Delivering Useful Insights & Data to Support the Sale

- » Adds value to the customer exchange with objective facts & useful data
- » Saves time in meeting preparation and builds stronger sales stories
- » Instills confidence in sales team & helps them close more sales!



Storytelling, & Creating a More Interactive Customer Experience

- » Customizes presentations in real-time based on prospect interests
- » Delivers a unique and informative buying experience, making your company stand out from the competition
- » Makes sales best practices possible—and makes those processes scalable and repeatable
- » Increases EVERY sales rep's performance, and making them profitable faster



Easier Updating to Salesforce® CRM

- » Simplifies population of Salesforce® data fields—and ensures it gets done!
- » Updates meeting data in Salesforce® for Activity reporting



Mediafly elevates your sales performance, anytime, anywhere.

Mediafly is **Easy**.

“We saw adoption rates for Mediafly of over 90%. Our reps loved the ease of accessing the latest content, and the ability to pivot to other topics in the moment with their clients.”

— GOLDMAN SACHS

Mediafly is **Efficient**.

“We documented over 100,000 hours saved in the assembly of materials by our sales team the first year we were on Mediafly.”

— GENERAL MILLS

Mediafly is **Effective**.

“With Mediafly, we see what collateral is being used in the field, who the most active users are, and where we still have some challenges.”

— THERMO FISHER SCIENTIFIC



Harness the power of Mediafly + Salesforce® today.

- » Make every rep a top performer
- » Shorten your sales cycle
- » Build stronger client relationships
- » Increase market share

Mediafly.com/Salesforce | Salesforce@Mediafly.com

Mediafly works with Global 2000 companies, including:



charles SCHWAB



SONY

