

Tech giant uses Mediafly to onboard global sales team

INDUSTRY: TECHNOLOGY
Palo Alto, CA | 3,000+ employees



The Challenge

When an existing client in the software space was acquired by a \$25 billion multinational corporation, the company turned to Mediafly to help them address their new, more aggressive revenue goals. The company would need to expand their use of the Mediafly app to onboard a much larger salesforce and quickly add more brands to their portfolio.

The Solution

Mediafly hosted a number of user group sessions to better understand how sales reps currently prepared, presented and distributed content and used the information acquired to identify barriers to usage. Mediafly then prescribed and activated a number of new features, including audio and video presentation tools, to help drive platform adoption. Updated training was provided for both Mediafly users and administrators, empowering them to better utilize the content stored within the application. Finally, the app was fully rebranded and restructured to align with the new corporate brand.

The Result

The number of sales reps accessing the app grew five-fold within just six months of launch, and the frequency of usage doubled. From project kick-off to launch, this was the fastest onboarding process the client had ever experienced. The new and improved Mediafly app was quickly adopted by sales teams, enabling them to save time preparing for presentations and sell more effectively.

About Mediafly

Mediafly is a mobile sales enablement solution that enhances how brands engage prospective buyers. By using Mediafly's technology, marketing and sales teams at companies including PepsiCo, Disney, GE Healthcare, MillerCoors and Charles Schwab, are able to deliver custom, dynamic sales presentations quickly and efficiently, engaging customers with insights that are relevant to them. Mediafly's Evolved Selling™ solution enables sellers to be more flexible, insightful and interactive in their sales interactions, resulting in increased sales and stronger customer relationships. Mediafly has been named to the Inc. 5000 list of fastest growing companies for four years consecutively in addition to being named Inc.'s Best Places to Work of 2017. Visit Mediafly.com or follow @Mediafly for more information.

Interested in learning more? Visit us at mediafly.com or call 1.312.281.5175.



MEDIAFLY CLIENTS



GE Healthcare

