



68% of buyers see little difference amongst sellers

10.4% see no difference at all

-CSO INSIGHTS



mediafly®

The Evolved Selling™ Solution

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. Visit Mediafly.com or follow @Mediafly for more information.

A new Evolved Selling™ experience

Your buyers have changed.

In a digital-first world, they're doing more research on their own and engaging with sales reps later in the buying process than ever before. When they finally do connect with a seller, they expect more. A static, linear PowerPoint deck outlining your company and solutions won't cut it.

Did you know...

- According to Forrester Consulting, 80% of sellers still pitch products and services while only 20% are focused on what buyer's care most about - their challenges, potential improvements, and the business value outcome of proposed solutions?
- CSO Insights reports 58% of buyers see little difference amongst sellers and 10.4% see no difference at all?
- According to Richardson, 83% of sales reps don't get a second meeting?

When sellers fall short of buyer expectations, buyers take more time to make purchasing decisions, or worse, make no decision at all. Sellers resort to heavy discounting to win deals and often fail to meet or exceed sales quotas.

What's the fix?

Creating more of the same linear PowerPoint presentations and other traditional content isn't the answer. Evolved Selling is.

Evolved Selling incorporates sales engagement methodology and technology to enhance how brands engage with prospective buyers. The four pillars of Evolved Selling can help your sales organization shift from pitching product features to demonstrating business value and uniquely empower your sellers to make customer conversations much more impactful and successful every time.

- Do you have the right content?
- Is it relevant and engaging?
- Does it support the types of stories you want your reps to tell?

Effective sales content will help your sellers evolve from pitch to purpose, differentiating themselves through conversation by focusing on what prospective buyers care about most, and inspire buyers to positive change.

- Are your sellers using your content in the right context?
- Is it dynamic? Modularized? Easily accessible on demand?
- Can they customize presentations to help move deals forward in key moments with buyers?

For content to drive results, your reps need the flexibility to tell a differentiating story about the value your product or service brings in the context of the buyer's business, industry, or challenge. Your sellers need the ability to ask questions and quickly pivot to the right content to help guide and support their conversations.

The four pillars of Evolved Selling are:



It works

Companies that adopt an Evolved Selling approach can expect to accelerate deal closure by up to 43% and drive company growth by as much as 60%. Evolved Sellers experience a 70% lift in buyers purchasing more than the original scope of the project because of the value and insights added throughout their sales interactions. They also drive repeat business, with buyers 82% more likely to consider them for future opportunities.[1]

- Is your solution properly integrated with other key components of your sales tech stack for a holistic view of your buyer?
- Does it incorporate new and emerging technologies like Artificial Intelligence (AI) and Machine Learning (ML)?
- Can you effectively track and measure the impact your content has on revenue?

Understanding how your content is being used, knowing what content works and what doesn't, and utilizing those insights to optimize future sales pitches ensures your marketing and sales teams have what they need to move deals forward.

- Are sales meetings collaborative and conversational?
- Or are your sellers talking at prospective buyers with static and linear PowerPoint decks?
- Can they capture real-time input from buyers to help guide more productive sales discussions?
- Can they visualize data in a way that is convincing and easy to understand?

According to a Forrester Consulting study, commissioned by Mediafly, sellers who use interactive sales tools to convey the value their product or service will bring to a buyer are 1.8x more likely to engage high-level stakeholders in sales conversations and find it 2x easier to accelerate deal closure.