

THE EVOLVED SELLING™

experience

EVOLVED SELLING™
HEADQUARTERS

Founded in 2006, Mediafly is a Chicago-based company serving Fortune 1000 organizations. Our sales enablement platform enables companies to align their sales and marketing teams for greater sales efficiency, improved engagement with customers, and increased revenue.

Did you know...

95% of buyers purchase from someone who gave them content at each stage of the buying process

65% of sales reps can't find content to send to their prospects

90% of sales people avoid using content because it's outdated and not customizable

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Only **13%** of customers believe their sales reps understand their needs

+1 Feature
+1 Feature
+1 Feature

Source: Rinaldo, Jordan. 20 Sales Enablement Statistics You Can't Ignore. www.saleshub.ca

How did we get here?

Your **buyers** have changed. It's a digital economy and they're no longer looking to sales reps to educate them on product features and functionality. Today's buyers are coming to sellers later in the game and expecting a **valuable interaction that teaches them something new** and clearly communicates the **impact the product or service will have on their business**.

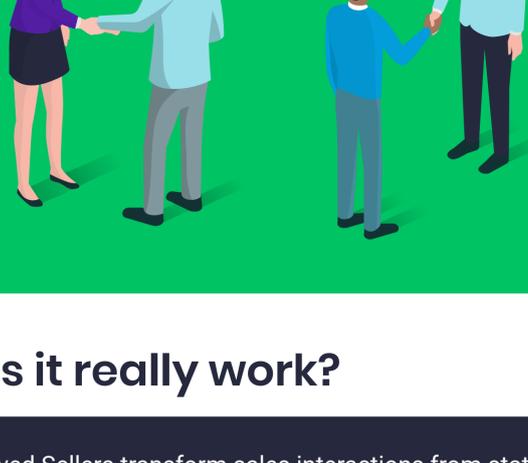
Unfortunately, many **salespeople lack the resources and skill-set** to create value-driven sales engagements.

What do we do now?

To effectively engage today's buyer, you have to empower today's sellers. Mediafly's Evolved Selling™ solution enables a more holistic approach to selling by closing the gap between sales and marketing, resulting in an improved buyer experience and more deals won. It looks like this:

- Mediafly's Customer Success team works closely with you to launch your application in just a few short weeks. The application's intuitive user interface also ensures your users and admins are up and running quickly.
- Marketing creates impactful, on-brand content and loads it into the Mediafly application.
- With the ability to access all types of up-to-date, marketing-approved content within the Mediafly application, sales can mix-and-match presentations, videos, interactive tools, and more to create a customized experience for each prospective buyer - on any device, whether online or offline.
- The application also enables sales to easily pivot conversations to talk about what the buyer wants to talk about and utilize client-specific insights to address unique buyer challenges in real-time.
- Mediafly captures the content presented and sends it back to your CRM, so you have valuable insights into what content drives revenue, what content is used at what point in the buying cycle, and more.
- Marketing uses that data to optimize existing content and inform future content efforts. Sales has the information they need to easily craft meeting follow-ups. Buyers are happy to receive a standout experience.

WE ALL WIN!



Does it really work?

Evolved Sellers transform sales interactions from static, linear and boring presentations to interactive, dynamic and impactful engagements for improved buyer experiences and higher return on investment. Companies who adopt an Evolved Selling™ approach report higher market share, more repeat business, faster deal velocity, and improved sales performance.

Evolved Selling™ Transforms Your Sellers

Growth

2 of 3 Companies Report year-over-year growth in excess of 10% with Evolved Selling™

More Sales

75% of buyers are more likely to buy from a company that adopts an Evolved Selling™ sales approach

Referrals

82% of buyers who purchased from an Evolved Seller are likely to recommend that seller to another

Source: How B2B Sellers Win in the Age of the Customer, a commissioned study by Forrester Consulting on behalf of Mediafly