

Your buyer has changed. **Have your sellers?**

Meet the Modern Buyer He's informed of the buyer's journey is done before he speaks to a sales rep. 2 He's experience-driven of buyers say they prefer salespeople who offer solutions that solve their specific challenges.1 He's economic-focused of buyers today walk away from deal cycles empty-handed. 5

Meet the Modern Seller She's time-strapped of sales reps' time is spent on non-revenue generating tasks. 4 She's limited of buyers see little differentiation amongst sellers.3 She's struggling of sales reps didn't hit quota last year. 4

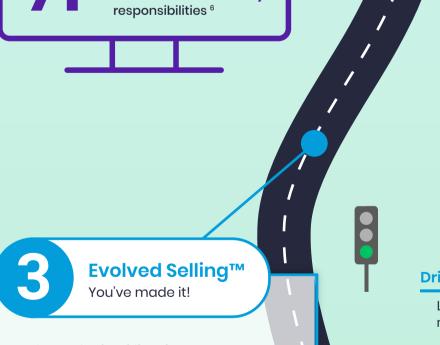
The Sales **Enablement**

successfully close the gap between what buyers expect and what your sellers are currently delivering. The best part? It doesn't require a costly upfront investment or long, complex implementation. Small, incremental changes can pack a big punch

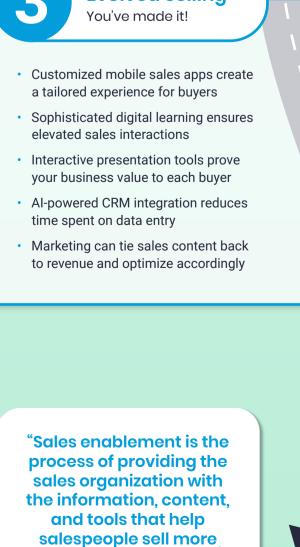
A sales enablement platform can help you

increased revenue, shorter sales cycles, and more deals won. Here's how.





take the time to listen if their salesperson can provide meaningful insights about their business 8



effectively."

TOPO

up to **Drive repeat business** 82% Lift in buyers likely to consider new opportunities up to **Increase cross sells** 70%

Drive company growth Increase in company growth

Increase in deal closure

than they scoped

Lift in buyers purchasing more

Accelerate deal closure

Business impact of Evolved Selling™9

60%

43%

GO







unique sales enablement journey? Mediafly can help. We meet companies of any size or digital maturity wherever they're at on their sales enablement journey and help take them as far and fast as they want to go

Need help beginning or continuing your

towards Evolved Selling. Check out our solution and services online or contact us today.