

Meet the Modern Buyer

He's informed

67%

of the buyer's journey is done before he speaks to a sales rep. ²

He's experience-driven

40%

of buyers say they prefer salespeople who offer solutions that solve their specific challenges. ¹

He's economic-focused

58%

of buyers today walk away from deal cycles empty-handed. ⁵

Meet the Modern Seller

She's time-strapped

65%

of sales reps' time is spent on non-revenue generating tasks. ⁴

She's limited

58%

of buyers see little differentiation amongst sellers. ³

She's struggling

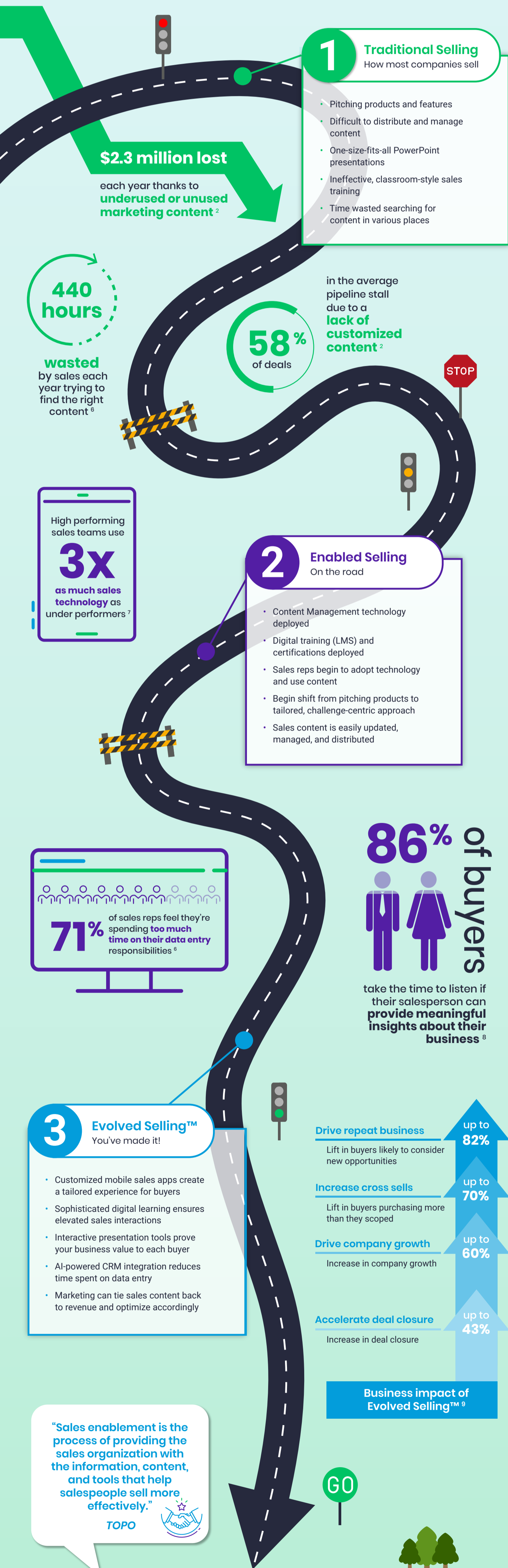
57%

of sales reps didn't hit quota last year. ⁴

The Sales Enablement Journey

A sales enablement platform can help you 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 and help you level up your sales organization for increased revenue, shorter sales cycles, and more deals won. Here's how.



Need help beginning or continuing your 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 towards Evolved Selling. Check out our solution and services online or contact us today.