Product Factsheet

SALES ENABLEMENT WORKBENCH

www.BrandMaker.com

![BrandMaker]

Scale Marketing
Master Content and Budget

BrandMaker provides an all-in-one marketing software to efficiently run your marketing operations. The Marketing Efficiency Cloud is a modular solution suite which is designed to manage the entire marketing process : from planning and budgeting to creation and development, asset management through to advertising material production as well as logistics. Analytics closes the loop: BrandMaker offers all you need to monitor and improve marketing performance, from high-level ROI dashboards to detailed conversion reports.

Provide your marketing teams with a centralized workspace to plan campaigns, create content and empower channel partners: BrandMaker is the central place to orchestrate all your marketing activities.

Sales Enablement Workbench

Sales Enablement Workbench (SEW) puts simple but powerful asset sharing in the hands of your sales team. It enables sales reps to share trackable document links with prospects and generates detailed engagement statistics beyond click-throughs.

SHARE

Easily share assets with prospects

Guarantee an outstanding presentation and distribute your content via mobile-friendly link with an auto-generated preview image. The link and preview image enable an appealing display on every device.

No troubles with file formats and sizes

With Sales Enablement Workbench you will never worry about oversized e-mail attachments or wrong file formats again! To share content, simply copy and paste the generated link with the preview image directly into an e-mail message.

Easy access for prospects

When a shared link is viewed by a prospect, the asset is opened in a special document reader. This way, shared assets can be opened on any device at any time – no plugins required.

Align Marketing and Sales

Empowers field teams, channel partners and sales reps to have the most relevant digital assets within reach, within seconds – so powerful asset sharing can be put in the hands of your sales team.
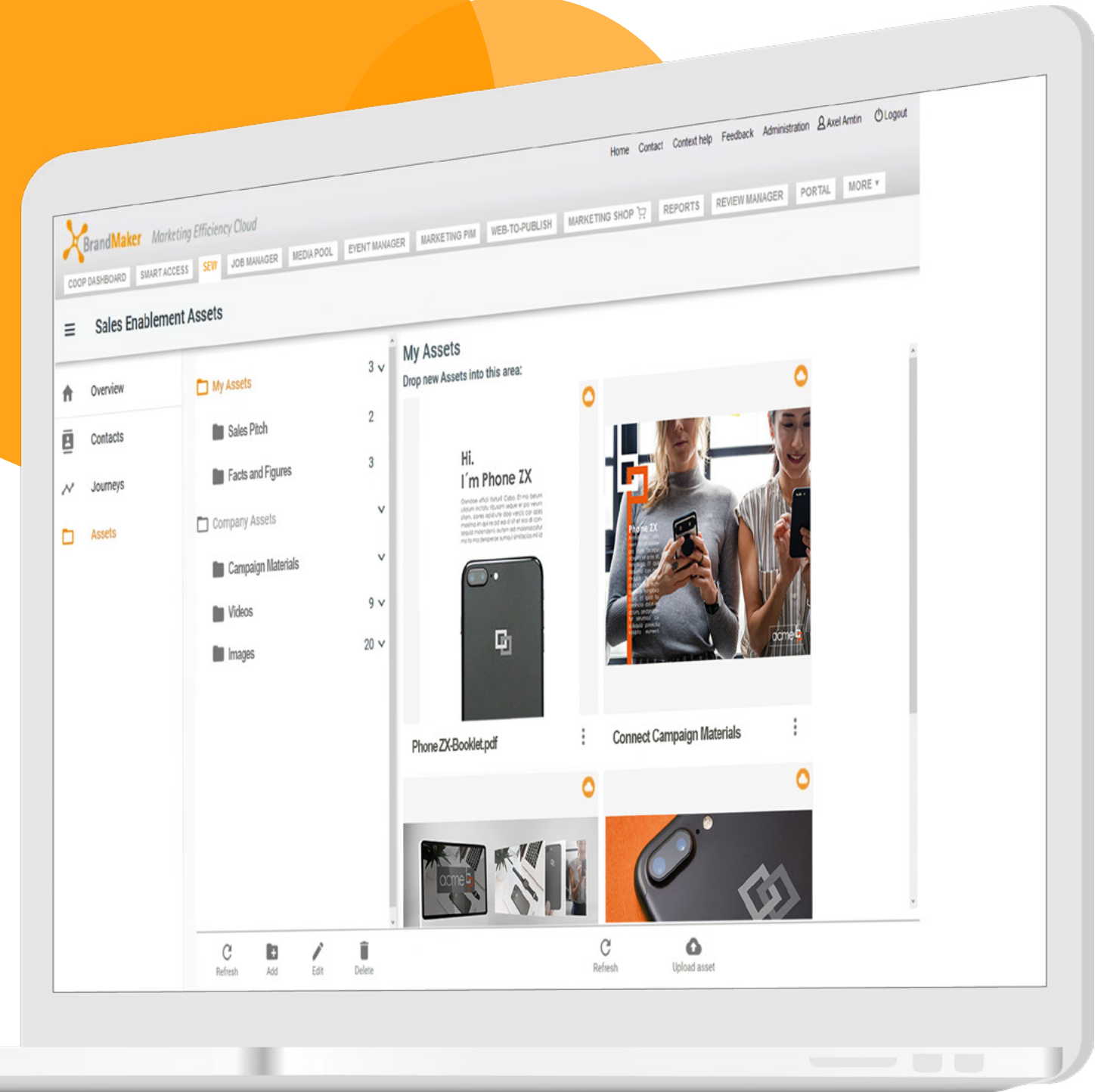
MONITOR

Meaningful statistics

Every step of the customer journey is tracked. See what the recipient has done and how he has engaged with the content. Your reps can now understand who is reading what, which content is shared and just how interested and engaged each prospect is.

Grow sales-ready leads

A special document reader tracks how the customer interacts with the content. Based on those monitoring results your sales reps are always prepared for follow-ups and can easily reengage with clients.

Gain insights beyond click-throughs

Know how clients engage with content and get detailed engagement statistics for each prospect. Various information is available like total viewing time, number of viewing sessions, page(s) viewed and number of shares.

Know your prospects exactly

A lead dossier shows all content consumption details of each prospect. Enrich your CRM data and push those statistics into Salesforce.
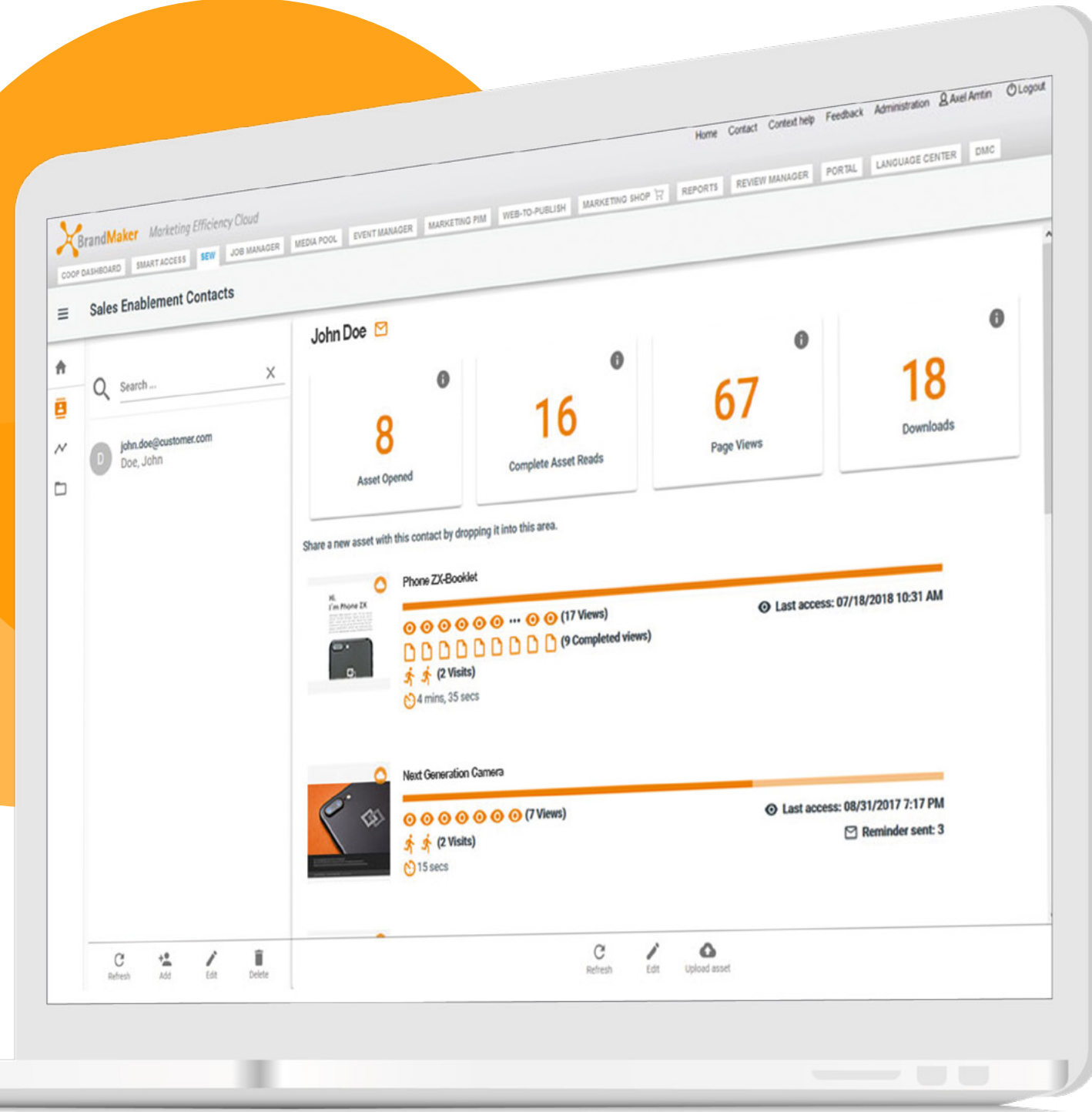
AUTOPILOT

Start personalized content journeys

Once prospects start interacting with your document, they'll receive relevant content recommendations at the time they need it and based on their interests. Provide your customers with tailor-made content instead of generic advertising messages.

Relieve your sales reps

Sales Enablement Workbench takes over the time-consuming task of feeding the customer with further content. This allows sales people to focus on their actual work and drastically increase their sales performance.

Sell even more

The content autopilot nurtures in a non-intrusive way and thereby increases the interest of the customer. With the autopilot functionality you can easily attract new customers and create cross-selling and upselling potential with existing customers.

Stick to the marketing strategy

Autopilots can only be created by authorized employees. In order to ensure compliance with the marketing strategy, this task is usually performed by the marketing department.