

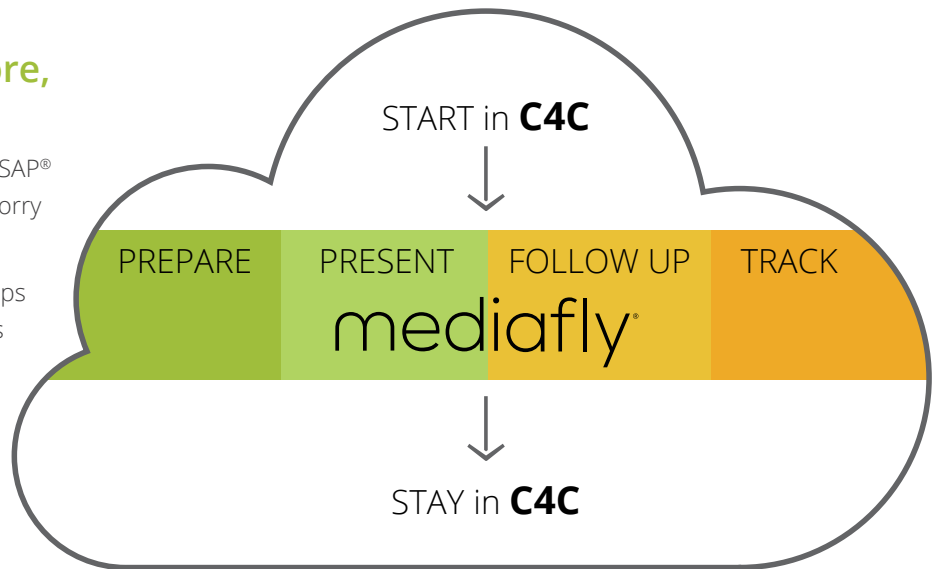
# Make SAP® C4C Even More Powerful During the Selling Experience

mediafly®

## Be More Prepared, Personal & Responsive Before, During & After Sales Calls

**Compete stronger.** Adding Mediafly to your SAP® C4C CRM system solves the problems we all worry about—time, money and effectiveness.

Our multi-faceted Evolved Selling™ toolset equips you to meet the challenges of selling to today's sophisticated buyers head-on. With Mediafly, you can get to your sales goals faster, before, during and after the sale.



### Prepare

- » Choose your content from one place, vs. searching in email, on sales portals, etc.
- » Find Recommended Content within within C4C Opportunity Manager
- » Re-mix sales presentation components

#### Compete & WIN

- » One content repository benefits both marketing & sales teams
- » Instant access saves time sending, retrieving & assembling materials
- » Apply proven-effective, Recommended Content to every sales meeting
- » Stay in C4C before, during and after your meetings

Save Time—As much as 20-30% weekly!

### Present

- » Create “play lists” of content based on prospect interests
- » Pivot presentation components to fit sales conversation
- » Up-sell & cross-sell with instantly accessible sales materials
- » Pull industry data & insights into your presentations, as you present
- » Present visually with auto-generated charts & graphs

#### Compete & WIN

- » Personalizes your selling story
- » Allows sales reps (direct or indirect) to respond ‘on the fly’
- » Use the right content at the right time—puts an end to canned presentations
- » Impress prospects with objective data & insights
- » No more spreadsheets! No more paper!

### Follow Up

- » Share materials with your client instantly
- » Alerts when contact opens sent files

#### Compete & WIN

- » Effortless sharing—one-click emails during the meeting!
- » Emails sent from any device within C4C are auto-captured as Activity, Opportunity, or Visit Records
- » Stores content records shared for easy recall
- » Know when your client opens, forwards or shares your sent files

Grows Sales 10% or more for 2 of 3 companies

### Track

- » Record and Track sales content & meeting data in real-time (as Activity, Opportunity, or Visit Records in C4C)
- » Analyze and measure effect of content presented: Content use is mapped to closed deals

#### Compete & WIN

- » Saves time with auto-updates to the Activity, Opportunity, or Visit Records
- » ROI measures for your content:
  - Marketing & Sales knows what's working
  - Sales Managers can track usage by staff member
  - Management knows where to invest in future
- » ROI reports detail most viewed/valued content by all users
- » Create new best-practices to empower EVERY sales team member



# The Evolved Selling™ Solution From Mediafly Solves Your Company's Need For:

## Dynamic Content Control & Access

- » Makes current marketing content easier to find, use, share and track
- » Saves time—potentially hundreds of thousands of hours—in finding, sending and assembling sales materials
- » Increases alignment, efficiency and effectiveness of sales and marketing processes
- » Measures what content works, and what doesn't; who is using it, AND what content drives revenue



## Delivering Useful Insights & Data to Support the Sale

- » Adds value to the customer exchange with objective facts & useful data
- » Saves time in meeting preparation and builds stronger sales stories
- » Instills confidence in sales team & helps them close more sales!



## Storytelling, & Creating a More Interactive Customer Experience

- » Customizes presentations in real-time based on prospect interests
- » Delivers a unique and informative buying experience, making your company stand out from the competition
- » Makes sales best practices possible—and makes those processes scalable and repeatable
- » Increases EVERY sales rep's performance, and making them profitable faster



## Easier Updating to to SAP® C4C CRM

- » Simplifies population of C4C data fields—and ensures it gets done!
- » Updates meeting data in C4C for Activity, Opportunity, or Visit reporting



**Mediafly elevates your sales performance, anytime, anywhere.**

## Mediafly is **Easy.**

“We saw adoption rates for Mediafly of over 90%. Our reps loved the ease of accessing the latest content, and the ability to pivot to other topics in the moment with their clients.”  
— GOLDMAN SACHS

## Mediafly is **Efficient.**

“We documented over 100,000 hours saved in the assembly of materials by our sales team the first year we were on Mediafly.”  
— GENERAL MILLS

## Mediafly is **Effective.**

“With Mediafly, we see what collateral is being used in the field, who the most active users are, and where we still have some challenges.”  
— THERMO FISHER SCIENTIFIC



Harness the power of SAP® C4C + Mediafly today.

- » Make every rep a top performer
- » Shorten your sales cycle
- » Build stronger client relationships
- » Increase market share

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Mediafly works with Global 2000 companies, including:



charles SCHWAB

