

5 THINGS YOUR COMPETITORS ARE DOING TO OUTPERFORM YOU IN SALES

MASTERING CONTENT
ALIGNMENT



SCATTERED CONTENT

If there is one thing we see within the many organizations that reach out to us it is this: scattered content. It is not uncommon to see content across various servers, across multiple platforms and sometimes even on someone's desktop. For a salesperson this is an absolute nightmare; to prepare for a meeting or presentation and having to search in every nook and cranny for that particular piece of content that will help them close.

More often than not, this results in extra work for both your Marketing and Sales team. Your salesperson has to bother the Marketing team (again!) regarding a video on topic X, or asking them to resend information that they thought they had in their inbox – but in the end, did not. It is both draining the morale as well as killing the efficiency for both Marketing and Sales.

As a company, you want to ensure your products and/or services are presented the right way. Up-to-date, engaging and in a branded environment that sets you apart from the competition. Everyone knows where to find the content they need and no one needs to bother anyone or spend hours searching for the right document or presentation. But, the reality is that most companies have no control over the content their people are using nor what they are sharing – let alone do they have insight into the entire process.

Not only does this make the Sales team very inefficient, but it also makes the Marketing



team perform under par. Everyone is getting frustrated by the inefficiencies and unprofessional way of working. Valuable time, to have every individual do what they are good at is lost. *For Marketing, this is creating sales collateral and for Sales, this is presenting your company's solutions in a professional way and closing deals.*

But what about your Distribution channels? It is a complete turn-off for any partner of yours if your data is not stored and presented consistently. It will only make it easy for them to use the data (and products) of your competitor, who has their content organized and therefore easy to use.

THE 5 STEPS GETTING ORGANIZED

**The solution to your problem is very simple:
organize your content!**

It is important to organize your information flow simply. The chart below will show you exactly what you can do, on the right you can find additional information:



STEP 2.

A. This means your Sales team no longer needs to use outdated brochures, movies, product sheets etc.

B. If your team keeps on having access to all the outdated documents, it is difficult to enforce this as you can imagine because they have 'always' worked like this.

STEP 3.

Think about access for your agents, resellers, distributors, or what about a dedicated Channel for your training documents or where you can store your sales sheets?

STEP 5.

Even basic analytics will give you a good insight into what works and what does not.



CONCLUSION

We hope you found this guide useful. Implementing the steps described in this guide in your sales process will already put you one step ahead of the competition.

However, if you want to turn it up a notch and see how a sales enablement platform can enable you to manage all of your content from one place, consider SCAURA.

You'll be amazed about what analytics-powered sales can do for your revenue...

SCAURA is a leading-edge sales enablement platform that helps medium-sized companies to align marketing with sales by delivering the right content to the sales team at the right time, the customer buying experience is enhanced and sales results will increase.

CURIOS TO LEARN MORE?

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