



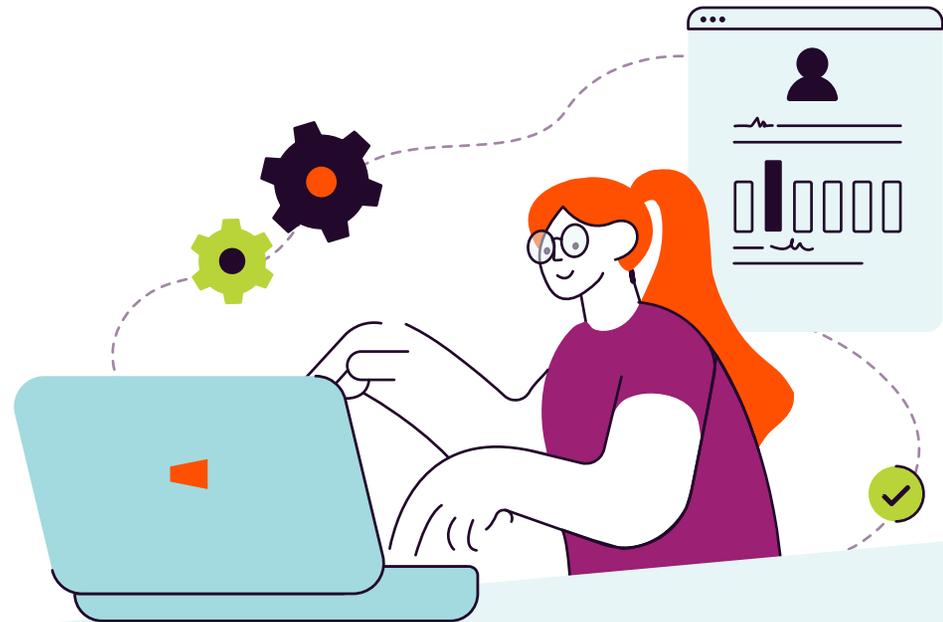
E-BOOK

Unleash the Power of Content in Salesforce with the Seismic Enablement Cloud™



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Are you getting the most out of Salesforce? Probably not.

There's no doubt Salesforce revolutionized customer relationship management (CRM). A sophisticated software solution offered as a service over the internet, Salesforce transformed how sellers keep track of opportunities, understand their buyers' journeys, and measure the impact they have on the bottom line.

As a result, Salesforce has become one of the most popular CRM platforms on the market. Many businesses considered it mission-critical for a number of reasons, not the least of which is how it unifies applications and data, providing sellers a single source of truth for much of what they need to do and understand.

But Sales is just one team. And like so many other teams, they can get stuck in a silo — and when that happens, Salesforce ends up being used in a silo. As such, Sales may feel the platform addresses their every need when in reality the platform's true potential, just like the team's true potential, depends on the input of outside sources.



Ideally, Sales should be in lockstep with Marketing for the launch of every new product release and update. But this is easier said than done, especially when marketing teams and the software they use are just as prone to silo-ism.

Enablement emerged to close the gap between Sales and Marketing, driving go-to-market (GTM) alignment like never before. However, it's only now that this relatively recent but crucial GTM function has gotten its own cloud-based platform, finally putting enablement teams on the same technological playing field as their Sales and Marketing counterparts. All of these teams should be in sync as much as possible. And the same goes for the platforms they use.

The Seismic Enablement Cloud™ is the platform enablement teams have been waiting for — and the one their peers have been waiting for, too; they just didn't know it. Seismic's seamless integration with Salesforce provides myriad operational benefits on the entire GTM front, allowing users to do more than they currently can in Salesforce, but without leaving Salesforce.

For example, with Seismic, sellers using Salesforce can do more than simply find content; instead, they can discover the most effective content for a given buyer no matter where that buyer is in the sales funnel. Sellers can also easily personalize content for greater relevance and stronger relationships — at scale — and analyze the performance of all that content for more insightful and effective collaboration with Marketing.

Ultimately, Seismic's integration with Salesforce helps unify not only various tools and features, but also the goals, strategies, and learnings of all GTM teams, maximizing a business's ROI for both platforms.



Over 91% of organizations with more than 10 employees use CRMs.¹

¹ <https://www.grandviewresearch.com/industry-analysis/customer-relationship-management-crm-market>



Find and Manage Assets Easier

Marketing usually produces the bulk of the content leveraged by Sales, which means that content is typically stored, managed, and measured in a system Sales isn't familiar with or may not even have access to. This creates a serious disconnect that requires sellers to regularly leave Salesforce in search of content — and that's on top of the frustration associated with manually customizing it once it's found. Marketing also suffers their fair share of headaches because sellers create copies of assets and store them — understandably — in places they can more easily find them, such as their hard drives. Sellers then reuse those assets over and over even as they become outdated, much to Marketing's chagrin.

By integrating the Seismic Enablement Cloud with Salesforce, Seismic becomes embedded in Salesforce. Much more than a mere keyword search function, Seismic's predictive content engine uses data from Salesforce objects, such as leads, contacts, accounts, and opportunities, to identify the best content for a given situation, allowing sellers to optimize customer interactions and accelerate deal cycles. In other words, the Seismic engine is situationally aware, able to track how and when a given content asset was used in opportunities that led to closed deals, and then recommend that winning content to other sellers in similar circumstances. In fact, Seismic's SmartPlays feature expands this experience by presenting predictive content in a landing page format within Salesforce, creating a user-friendly hub of the most relevant assets.

Marketers can also tag content assets, further reinforcing this context-driven discoverability. Seismic then records what asset a seller sent, complete with engagement analytics, and it's all fully accessible within Salesforce.



62%

of B2B buyers engage with three to seven pieces of content before connecting with a salesperson.²

The majority of sales professionals use less than 50% of their brand's content because it's too difficult for them to find the right asset.³

These capabilities also streamline content governance because marketers and other creators can ensure the assets sellers find are always up to date in terms of accuracy and branding.

Sellers already practically live in Salesforce. But by combining Salesforce and Seismic, you create essentially a new environment that's more valuable not only to sellers, but to their GTM peers as well. In this new environment, sellers can upload, organize, and collaborate with their peers on content related to each opportunity within a Seismic WorkSpace — again — directly within Salesforce (more on this below). That way, everyone is always on the same page, and you end up with a single source of truth for all GTM players.

² <https://www.demandgenreport.com/resources/research/2022-content-preferences-survey-b2b-buyers-crave-concise-research-based-content-to-inform-purchasing-process/>

³ <https://www.lucidpress.com/blog/content-marketing-statistics-will-make-you-think/>

Personalize Content for Better Engagement

With the Seismic Enablement Cloud, a seller can easily preview recommended content within Salesforce to determine if it's right for their buyer as is or if it requires more of a personal touch — which most of the time it will. After all, research shows that buyers are more likely to engage with personalized content. And thankfully, with Seismic, sellers can personalize content using information pulled directly from Salesforce.

When a seller gets to the point where they're trying to build a strong relationship with an individual buyer, personalization is especially important. Incorporating data such as the buyer's industry, role, competitors, and/or number of employees helps increase buyer engagement and leads to higher sales velocity.

Speed and collaboration become even more important when a buyer converts to an opportunity. At this stage, more team members become involved, necessitating broader visibility into the content associated with the opportunity, such as proposals, pitch decks, and contracts.

As touched on earlier, Seismic WorkSpaces, which are accessible directly in Salesforce, are secure spaces for content collaboration at this delicate phase. Seismic WorkSpaces are virtual, tailored content repositories specific to an opportunity where only stakeholders associated with that record can upload, view, store, and edit content, keeping the team focused. Other assets and irrelevant versions can't get shuffled in, which mitigates content sprawl, search frustrations, and general confusion.



84%

of business buyers are more likely to buy from sales reps that understand their goals.⁴



85%

of customers expect consistent interactions across departments when they engage with a company.⁵



85%

of companies agree that buyers will dismiss a seller in the first interaction if they don't receive tailored information.⁶

⁴ <https://www.salesforce.com/resources/articles/customer-expectations/?sfdc-redirect=369>

⁵ <https://www.salesforce.com/blog/customer-experience/>

⁶ <https://learn.seismic.com/analyst-report-forrester-the-state-of-enterprise-sales-enablement-2019>





Analyze Performance for Perpetual Improvement

Most companies have rich data at the top of the funnel, such as the number of website visits and engagement analytics on content distributed through marketing channels. But it's difficult to know what is happening in the last mile of a deal. Critical data, such as what asset a seller sent, in what stage of the buyer's journey they sent it, and how long the buyer engaged with that asset, are traditionally hard to track.

This all changes when you integrate the Seismic Enablement Cloud with Salesforce. Sellers can use Seismic's LiveSend feature to share personalized content as a link so engagement is tracked in the activity

history of the Salesforce record. Seismic's LiveInsights data and contextual Salesforce information are combined to provide these engagement analytics.

The next time a seller checks on a given lead, contact, account, or opportunity, they can see whether the buyer opened the content they were sent, how often they opened it, and how much time they spent consuming it. This valuable intelligence helps sellers understand buyers more deeply while providing guidance on how to iterate and improve outreach.



Make the Most of Salesforce with Seismic

Organizations that chose Seismic achieved:



350%

increase in
content usage



35%

more time
spent selling



32%

more leads in
the pipeline



8%

shorter sales
cycle

Seismic is the first and only enablement cloud platform on the market. Beyond the way it integrates with and augments the Salesforce experience, Seismic offers a host of other benefits for your business, including greater enablement strategizing and planning, as well as scalable onboarding, training, and coaching.

Learn more about how Seismic can improve your Salesforce experience and your business as a whole.

Speak with one of Seismic's experts to get started.

About Seismic

Seismic is the global leader in enablement, helping organizations engage customers, enable teams, and ignite revenue growth. The Seismic Enablement Cloud™ is the most powerful, unified enablement platform that equips customer-facing teams with the right skills, content, tools, and insights to grow and win. From the world's largest enterprises to startups and small businesses, more than 2,000 organizations around the globe trust Seismic for their enablement needs. Seismic is headquartered in San Diego with offices across North America, Europe, and Australia.

To learn more, visit [Seismic.com](https://www.seismic.com) and follow us on [LinkedIn](#), [Twitter](#) and [Instagram](#).

