



GUIDE

Why Customers Choose Seismic for Sales Readiness



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Introduction



In today's digital first world, buyers are increasingly savvy and informed. They expect reps to understand their business and tailor their interactions and messages accordingly.

At the same time, reps also have to navigate all of the internal systems, processes, training and content to deliver on buyer expectations.

Adding even more complexity to the sales cycle is the need for GTM teams to quickly adapt to constant change. From new messaging or product releases or more broadly to external factors like economic conditions, GTM teams are expected to adapt and pivot quickly. Some companies are finding it is taking almost a year to onboard new reps, causing downstream impacts on the time to revenue attainment. Or, reps may not be prepared to deliver an effective buyer experience, leading to lower win rates and slower deal cycles.

And when reps feel frustrated by the chaos and unsatisfied with their role, they are more likely to leave, putting strain across the organization to meet increasing demands in a difficult market.

This is why enablement is critical, and more and more organizations are investing in tools, teams, and processes to ensure reps are ready to engage with your buyers and win new business, no matter how long they've been at the company.

At Seismic, we help you deliver consistent onboarding and training programs so all your reps are on the same page about your products and services. At the same time, we help you personalize coaching and practice opportunities to each rep's unique skillsets so they can feel confident and supported as new products or markets emerge. All enablement programs have to start somewhere, and as your organization grows and your reps' needs change, we are your trusted partner to grow with you and create transformational enablement.

Here's why companies trust Seismic to help them improve sales readiness:



Purpose-built platform for running efficient end-to-end enablement programs

GTM teams need a wide variety of enablement, from onboarding to product knowledge to skill development. Traditional learning systems are great for company-wide training, but come with challenges for enablement teams. These solutions often lack the capabilities to cater to the specific skills customer-facing reps need to be successful, forcing enablement teams to purchase excess technology or find work-arounds. And because they are managed by centralized HR or L&D teams, enablement teams frequently run into bottlenecks when creating content or reports that make it difficult to keep up with demanding and ever-changing markets.

Customers choose Seismic as their purpose-built enablement platform that provides easy to use GTM-focused tools.

When sellers find all their onboarding, sales content, coaching activities, and continuous learning **all in one place, they get to spend more time with customers and less time on administrative tasks or switching between tools.**



Streamlined and scalable onboarding

It's exciting when a new rep joins the team, but there are many challenges today that can create friction while ramping up. Navigating all the internal systems, teams, processes, content, and tools to support customers across markets, geographies, and segments can be frustrating without defined onboarding and training. Even with a defined process, with buyers demanding personalization in every interaction, generic one-size-fits-all onboarding is also no longer viable.

Enablement teams choose Seismic to help **control the onboarding chaos**. The robust platform allows you to create role-specific onboarding content in-app and give reps a running start by automatically enrolling them in the right track at the right time. Say goodbye to wasting time manually tracking progress, sending reminder emails, and hunting down managers to push their new hires to complete onboarding. Our customers have seen **63%** reduction in time to productivity by streamlining and scaling their onboarding program.



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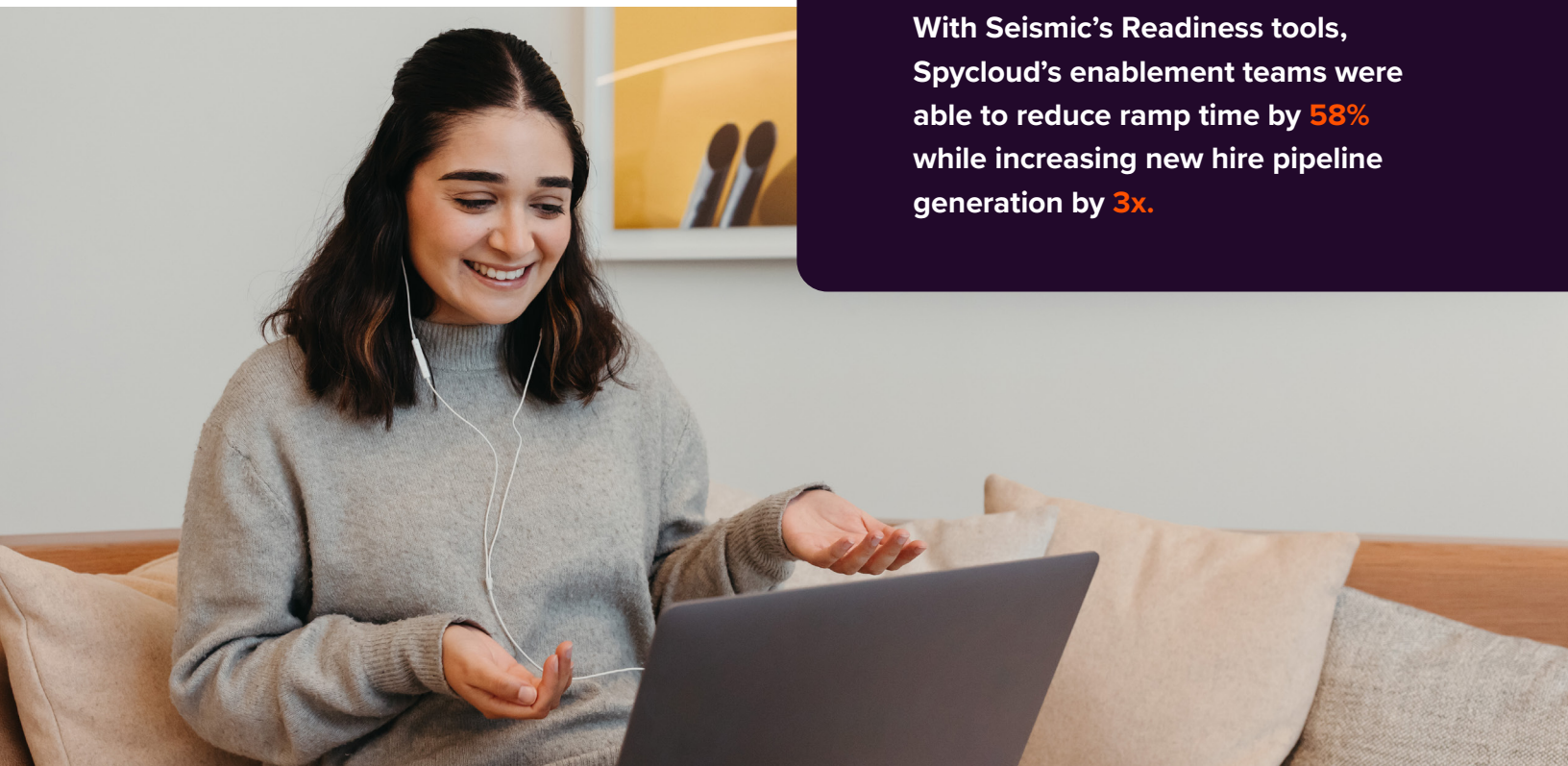
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Engaging training tools that get reps ready for the field faster

Enablement teams are facing increased internal pressure to ensure reps ramp faster and close their first deals sooner. Sellers are also facing external pressure to be subject matter experts and trusted consultants for their buyers. With constant industry and product changes, enablement teams need engaging training for both new and seasoned reps to ensure they are ready for every customer interaction. Seismic's Readiness platform allows enablement teams to easily create training content that's engaging and delivered in the flow of work. Enablement teams can collaborate with SMEs across the entire organization to get reps trained on product updates, processes, and more, all within one platform. Real-life roleplay scenarios and pitch certifications give reps a safe space to practice their skills before talking to a prospect. With Seismic's Readiness tools, Spycloud's enablement teams were able to reduce ramp time by 58% while increasing new hire pipeline generation by 3x.

SpyCloud

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Holistic coaching and continuous learning programs to develop winning teams

Sales leaders are shifting focus to rep retention through coaching, continuous learning, and upskilling. But providing high quality coaching that is personalized to each rep's strengths and skills in a scalable way is hard without the right platform.

With Seismic, you can codify the skills reps need to be successful and use a combination of self-reflections, manager feedback, and real-life activity observations to track trends and progress of individual reps over time.

A key component of skill development is practicing a real-life scenario in a safe space. Learners and managers benefit from Seismic's platform to do just

that. Enablers can assign a rep a practice scenario to improve in a specific area like cold calling skills. The reps are provided supporting content, clear grading rubrics, and even "what good looks like" examples to support their task. Seismic's AI will give the rep instant feedback on each attempt to help them iterate and build confidence quickly and asynchronously.

Once they feel confident enough to have their manager review, Seismic's AI automatically detects custom keyword usage or metrics like filler words and pace. By capturing these metrics automatically, managers save time and can focus on providing high value, customized feedback to each rep to ensure their success in the field. Removing friction in both seeking and giving feedback creates a culture of continuous improvement and higher rep satisfaction and confidence.

Enablement leader that partners with you at every stage of your program

When you choose Seismic, we join you on a fast-path to success; it's not just "rolling out" a product, but serving as your partner and guide to achieving value with our solutions quickly, and being with you as you mature and your needs grow.

Seismic's dedicated customer success team combines deep product experience and expertise in enablement best practices to help you apply both to ensure you meet your specific requirements and goals in the best way possible. Seismic's top-rated customer success makes up a third of the organization. And "we champion the customer" is one of our core values.



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 and follow us on [LinkedIn](#), [Twitter](#) and [Instagram](#).

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