



GUIDE

Why Customers Choose Seismic



Introduction



Enablement is having a moment: sales enablement roles have grown 300% in the last two years, 18x faster than sales org growth!¹

At Seismic, our vision is to empower Enablement teams and the Go-To-Market teams they support to deliver transformational enablement—helping every member of the team be more productive, engage more effectively, and get to market faster. Our unified enablement platform, the Seismic Enablement Cloud, provides customer-facing teams with the right skills, content, collaboration tools, and insights to effectively win more business and retain loyal customers. It's purpose-built to meet you where you are, and grow with you as your needs evolve. We pair that with the industry's most experienced customer success organization to provide tailored guidance and expertise from working with more than 2,000 organizations.

Here's why companies—from the largest, most stringent to the most nimble high-growth—trust and choose Seismic:

1. Most extensive, easiest to use platform for a personalized, differentiated buyer experience
2. Unified Platform for GTM team productivity ...and a Future-Proofed Investment
3. Actionable insights that drive improvements in behaviors, content, training, and enablement strategy
4. Powerful Enablement and Marketing team tools to strategize, organize and activate
5. Deepest services and customer success expertise for a tailored approach based on best practices
6. Recognized industry leadership



REASON

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Most extensive, easiest to use platform for a personalized, differentiated buyer experience

Seismic empowers customer-facing teams to meet the demands of the modern buyer by building trust and credibility across all touch-points and channels. Customer facing teams value the ability to access relevant, targeted content, personalize it for their specific audience, and deliver it through memorable, immersive experiences. Our comprehensive enablement platform aligns marketing and sales, making it easier for sellers to find the content they need, review associated training and sales plays and track buyer engagement.

Salesloft.

35% higher win rates when delivering content to buyers through Seismic

GENESYS

11% reduction in time to close with Seismic

Minitab

68% increase in average deal size with Seismic



I wanted more of a centralized model, and I wasn't going to get there with my current content management system. Being able to maintain a healthy environment of assets and align that to the buyer's journey in the sales process was important.

- A market leading cybersecurity company

Enablement and marketing teams can see what's working and what's not and quickly make adjustments to increase effectiveness of the resources delivered to the GTM team for every step of the sales cycle. It's a top reason customers choose us – a finding backed up by our leadership in this category in the most recent Forrester Wave for Sales Content Solutions². Plus, Seismic is the only enablement platform that integrates with the most frequently used digital engagement tools including email, social, and SMS to deepen relationships and move deals forward.



Unified Platform for GTM team productivity...and a Future-Proofed Investment

The average GTM team now uses an average of 10 tools to close deals³. Customers tell us they choose Seismic to reduce tool fatigue thanks to integrations with tools where their GTM teams are already spending time, including CRM, email, and 150+ other applications. Plus it's a centralized location for customer-facing teams to onboard quickly, receive continuous training, improve performance, and find, personalize and share hyper-relevant content across digital channels that help them stand-out from the competition. All things that contribute directly to seller productivity. And, since the Enablement Cloud is modular, teams can grow into the capabilities they need overtime, which future-proofs enablement's investment. The Seismic Enablement Cloud platform will help your team to reduce lengthy sales cycles, consolidate your tech stack and increase productivity. Our customers have seen increased buyer engagement and higher seller quota attainment, delivering on the business outcomes that executive teams seek.



#1 Highest ranked tool for providing value by Experian sellers

“When we understood the Seismic Enablement Cloud and the pieces brought together in that singular environment, it was very clear to us that it's the trajectory we need to be on to have a better experience for our sales stakeholders. It's critical for us to create a seamless singular environment that sales returns to daily.”

Ron Nagel

Senior Director, Sales Enablement & Strategic CRM Initiatives, Experian

Hubspot saves ~\$18M annually from increased rep productivity and enhanced efficiency

“Seismic makes for more productive work days all around... and stronger productivity means we can spend more time with customers, helping them grow better with HubSpot.”

Rob Giglio

Chief Customer Officer, Hubspot



Actionable insights that drive improvements in behaviors, content, training, and enablement strategy

Customers tell us they love Seismic's robust analytics which bring science to sales through comprehensive insights of the behaviors, activities, skills, and content that increase productivity and deliver the best outcomes. Our analytics are a top reason customers choose Seismic when evaluating the field of sales enablement solutions. Seismic reduces time-to-insight with out-of-the-box dashboards, a powerful built-in BI tool for customized reporting, and the ability to integrate with Snowflake for even deeper analysis. Our unmatched data foundation pairs thousands of Seismic system activities with data from 3rd party systems for richer, more targeted insights. It powers our AI engine, Aura, to deliver intelligent recommendations on what to know, do, say and share.



Seismic just came back with the most impressive solution from start to finish of showing us how they could bring in all these data sources, consolidate or aggregate the data, and then use the data in these reports that come out looking very professional.

- A Fortune 500 Mutual Life Insurance Company

The metrics were just better...I like the fact that we could send content through Salesloft or Salesforce and we can track really granular details on what was being looked at, what wasn't being looked at, and then also being able to look at metrics or people who are using the tools and how they are succeeding more or less.

- High Growth Influencer Marketing Platform



Powerful Enablement and Marketing team tools to strategize, organize and activate

Seismic's platform is designed to support the most sophisticated, high scale GTM teams—while being easy for small enablement teams—even teams of 1!—to administer and manage. Designed to help enablement leaders lay the best possible foundation for success on Day 1 in order to improve their overall outcomes from their Seismic investment. Switch from content chaos to a content management system that helps you to build, maintain and control content in a

way that is simple to organize, discover, and share assets. This makes it easy for your team to quickly find exactly the type of content they are looking for **while ensuring that the latest and greatest content is always where sellers need to discover it.** Seismic equips enablement teams to develop a sophisticated strategy and process to keep all content up-to-date, curated appropriately, and compliant — all while driving efficiencies for the enablement team.



Over 90% of customers that switch to Seismic from a competitive solution do so after facing continued content chaos challenges and ineffective integrations with their existing tech stack.

Deepest services and customer success expertise for a tailored approach based on best practices



Award winning customer success team supporting customers to deliver service excellence.



1 million+ users



95% gross retention

As a leader in innovation, we were the first in the industry to bring to market many enablement innovations, like content automation, enterprise-grade content governance and controls, and enablement strategy and planning. 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. The Seismic enablement cloud platform is more than content management. Our platform spans content management to enablement intelligence,

we offer six applications that help teams get sales enablement right. With this approach we help customers start by addressing their biggest pain points first (ie; onboarding; content management; ongoing learning and coaching) and meeting them where they are. As these companies grow and scale we have the applications to support them when they are ready, this crawl, walk, run method helps Seismic to be a strategic partner for companies of all sizes and segments. 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.



Recognized industry leadership

Seismic is trusted by more than 2,000 companies worldwide and is 2.5x the size of our nearest competitor. We are consistently ranked a leader in every major analyst report. Picking an enablement vendor really means picking a partner for enablement success. Our innovation and product roadmap isn't just customer-influenced, it's customer-led. The majority of the 200 new capabilities Seismic introduced in the past year came directly from our customers. When you choose Seismic your organization becomes part of that ongoing dialog that guides the direction of our solutions to the benefit of all our customers.

Join Seismic, the leader in enablement, and provide your team with the resources and reinforcement they need, when they need it — **all in one place.**

¹LinkedIn, 2022

²Forrester Wave™: Sales Content Solutions, Q4 2022

³Salesforce State of Sales 5th Ed

Aerogen®

48% increase in time
spent selling

GENESYS

11% faster
sales cycle



36% reduction in
production costs of
client-facing materials

**U.S. Retirement
Services Company**

\$1.9B in additional assets
under management
attributed to Seismic-
supported 3-month
campaign



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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