

Showpad for Sales Leadership

Identify winning behavior. Scale sales excellence.



Sales and sales leaders need to overcome several obstacles to achieve their main goal: maximizing their company’s revenue potential. With buyer expectations at an all-time high, sales organizations need to focus on increasing both productivity and effectiveness.

A great buying experience helps sellers win the deal. Ensure that your salespeople are both confident and knowledgeable about the product they’re selling, know which content is best at each stage of the cycle and only share content that makes a difference.

Through Showpad’s **in-depth seller analytics dashboard, sales leaders gain visibility** into reps’ engagement with prospects, potentially uncovering risks with forecasted deals. Identify what your top performers are doing differently, and implement best practices accordingly for the rest of the team. Based on individual results, provide your team with **targeted coaching** to equip them with the necessary skills to handle every conversation.

Maximize the impact of every customer interaction with Showpad.



INCREASE ACTIVE SELLING TIME

- Automatically capture and log all rep sales activity into your CRM
- See what content other reps are using and buyers are actively engaging with



BOOST SELLER READINESS

- Provide reps with content in context and diverse learning formats
- Identify risk with forecasted deals
- Ensure reps are fully trained and develop proper selling skills



CULTIVATE A CULTURE OF COACHING

- Identify and share the best practices of your top performers
- Reduce ramp time with a prescriptive onboarding process
- Use real-life scenarios to identify improvement areas

“With Showpad, not only can we **see who our ‘super users’ are and what content they’re sharing**, but we can also tap into their expertise in training others.”



How can you improve your team's results?

Increase active selling time.

- Establish a single source of truth for all sales collateral. This reduces the time sellers spend looking for content, or even worse, creating their own content because they couldn't find what they were looking for.
- Link your CRM with Showpad to automatically log all sales activity for you. You'll have full visibility on what your sellers have been doing, the content they've shared so far, and how engaged buyers are.
- Showpad provides recommendations for content to share on an opportunity-level and provides insights into content that buyers are actively engaging with.

Boost seller readiness.

- Showpad allows your marketing and enablement teams to add context to the content they're providing, like when and how to use a specific asset.
- Use engagement metrics to identify forecasted deals at risk of not closing. For deals in a crucial stage, investigate how many interactions your sellers are having and the buyer's interest levels during those interactions.
- Before launching a new asset, product or messaging, marketing and enablement can assign interactive courses to your team ensuring that everyone has the necessary training and practice before going in front of a buyer.

Cultivate a culture of coaching.

- Providing feedback is important, but it needs to remain manageable. Track your team's progress and results in a dedicated manager hub, Identify areas of improvement to give targeted feedback on customer meetings, practice pitches or product courses in a matter of minutes.
- Deal reviews have never been easier. Instead of dialing into every conversation, listen to your team's conversations when you have the time. Scan through call keywords to uncover where your sellers need feedback.

“If you want your sales team to **have the most impactful presentation** and the **ability to be interactive with their customers**, you need a tool that allows those things to happen and **Showpad does that.**”




“With Showpad we can **react quicker**, we can be **more responsive**, and be **confident** that the response we're delivering to the customer is the **most relevant and appropriate.**”