



## Puppet partners with Showpad to empower better buyer and seller enablement

**HQ** Portland  
**Founded** 2005  
**Industry** Technology  
**Employees** 500+

### About Puppet

With headquarters in Portland, Oregon, software company Puppet creates a portfolio of continuous automation solutions that accelerate the building and deployment of applications across a company’s entire infrastructure estate. A mid-sized company with about 500 employees around the world, Puppet’s customer base primarily consists of Fortune 1,000 companies in the financial services, retail, telecom, and technology sectors.

Early in 2018, the company was facing a challenge. Its previous knowledge management software wasn’t designed for Sales Enablement and made sharing materials difficult. Content lived on Puppet’s website and internally on Confluence and shared drives, but Salespeople couldn’t easily find and share it. The Marketing team was publishing content on different platforms — Google Drive, YouTube, its website, and blog — but none of it was centralized in one place.

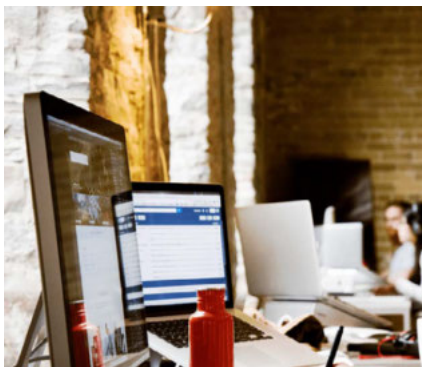
“Everything was everywhere,” Gia Lyons, Senior Director of Go-to-Market Enablement, said.

Puppet needed to reduce Sales cycle friction and give Sales more time with their customers. They needed to reduce time spent searching for content, make content easily accessible and shareable, and encourage Salespeople to share content more frequently. Because Puppet is mid-sized, the company wanted an easy-to-use platform that didn’t try to do too much.

“The tools our reps use need to be so easy that even if they never got any training they would be fine,” Lyons said. “Showpad’s vision and culture of buyer and seller enablement aligns with what we were trying to accomplish.”

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— **Gia Lyons**  
Senior Director of Go-to-Market Enablement



## Videos, podcasts build knowledge

With Showpad Content, Puppet Salespeople now have immediate access to the company’s expansive content library — white papers, eBooks, research presentations, playbooks, and more.

Videos and podcasts are a vital internal enablement tool at Puppet. The enablement team creates short, product-related videos and podcast series that Salespeople can listen to whether they’re connected or not.

“We consistently get feedback from our reps that these podcast series are really useful for them. Showpad makes it simple to download and listen whenever they have the time,” Lyons said.

The video series are also used strategically. To prepare for a release of one of Puppet’s anchor products, a product manager worked with the Sales Enablement team to produce a weekly podcast as part of an internal campaign for its sales team. Each week, Salespeople caught up with the latest chapter on new product capabilities, the problems being solved, the kind of customers the new features appealed to, and more. Lyons said the campaign not only built excitement around the launch, it also got Salespeople up to speed so that by launch time, they were ready to pass this newfound knowledge onto customers.

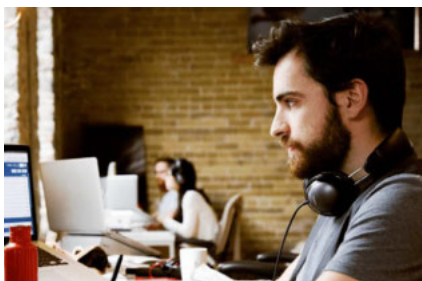
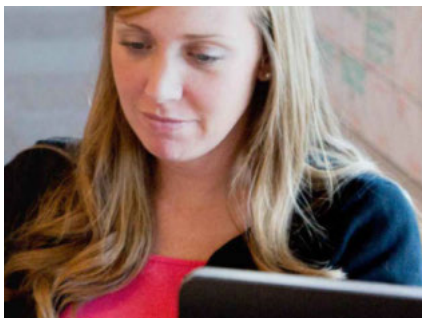
## Strengthening internal training

Showpad enabled better sharing, reduced the number of clicks to find content, made it easier to find recent material, improved the feedback process, and strengthened learning amongst peers living across different regions of the world.

Lyons said sales executives have been emboldened enough that they started weekly enablement sessions called “Learn From Your Peers” featuring different reps and solution engineers sharing information via 30-minute weekly videos. Using Showpad for internal training will increase when Puppet rolls out Showpad Coach later in the year, Showpad’s training and coaching software.

To Lyons, Coach is another set of capabilities that is easy to use and solves core challenges.

“Showpad gives us 21st-century tools that make it even easier to enable our sales teams,” she said. “We now have more visibility into every aspect of our enablement activities. We couldn’t have asked for anything better.”



## The results

Puppet measures results through an internal survey of its sales and product teams, then analyzes responses along with data from Showpad's reporting capabilities. Since Showpad's implementation, they've experienced:

### **Increased customer visibility**

The company improved by nearly three times the ability for its people to know about customer interactions with shared content. In fact, Puppet discovered that Salespeople who used Showpad three times a week or more spent most of their time learning, sharing, and repeatedly referring to content. Before using Showpad, 20 percent agreed that they knew how prospects or customers interact with the information they send them. After using Showpad for three months, 57 percent agreed with that statement.

### **Improved content findability**

Puppet found that Showpad improved the ability of its Salespeople to find the right up-to-date content by eight times. Before using Showpad, only 9.7 percent of Salespeople agreed or strongly agreed that it was easy to find the right, up-to-date content. Three months after launching Showpad, that number shot up to 81 percent.

### **Better seller efficiency**

Before Showpad, only 43 percent of respondents indicated they spent on average less than five hours per week searching for or creating content in preparation for conversations with prospects or customers. Over half spent up to 10 hours per week on this task. After using Showpad, 68 percent said they spent less than five hours per week on this task, a 58 percent improvement.

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