

Jim Mooney

Graphic Design

View the full portfolio at <http://www.thecreativefinder.com/roinnovation>

Professional Experience and Curriculum Vitae

Please kindly get in touch for more information.

Previous Clientele

Please kindly get in touch for more information.

Awards and Accolades

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How does SALES ENABLEMENT impact business?



Sales Enablement tools give your marketing team real, quantifiable data on your customer audience.

??? DID YOU KNOW... ???

56%

COMPANIES WHO DON'T KNOW IF THEIR CONTENT IS EFFECTIVE

40%

TIME SALES REPS SPEND CREATING BRAND CONTENT

46%

OF COMPANIES HAVE MULTIPLE SALES PORTALS

18%

OF COMPANIES WITH A PROCESS TO MEASURE CONTENT EFFECT

58%

OF CUSTOMERS BELIEVE THOUGHT LEADERSHIP IS A CRITICAL FACTOR

94%

OF MARKETERS SAY CUSTOMER STORIES ARE THE BEST CONTENT

8%

OF B2B COMPANIES HAVE ALIGNMENT OF SALES AND MARKETING

80%

TOTAL CREATED CONTENT THAT NEVER SEES THE LIGHT OF DAY

85%

OF SALES WILL OCCUR WITH NO HUMAN CONTACT BY 2020

Leverage Sales Enablement across your revenue generating organization.

Marketing

- Increase conversions, track usage & get feedback
- Win support for content creation budget
- Deliver better qualified leads to sales
- Determine which assets are valuable

Sales

- Increase efficiency & improve time management
- Identify the best materials for each lead
- Receive real-time alerts on lead activity
- Focus on the best quality leads

Channel

- Unify all channel communications
- See which tools are most helpful
- Track active users & popular materials
- Send alerts to engage the channel

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go virtual | stay personal