REVSPACE

Revenue enablement platform for customer-facing teams to build skills, get aligned, and drive business outcomes.

> *"With ROI of 666%, the financial investment in modern sales enablement toolset outweighs inaction. But only 5% of B2B companies have fully mature sales enablement practices."*
> *- Forrester*

KEY USE CASES

- **Create & Curate**. Use work and learn software that Enterprises already use to create winning playbooks in minutes. Avoid costly upload and sync of content. Latest version, always.

- **Coach & Train to align with buyer value.** Drive outcome with Quiz, video pitch practice, demo feedback for SDR, AE, SE and all.

- **Buyer Engagement.** Engage buyers with stunning content experience. Easy to find, personalize, share and measure for pipeline generation.

- **Measure Success.** Measure training impact and replicate top performers. Reduce Rep ramp time. Measure content ROI.

THE CHALLENGE

Buyer preferences have fundamentally changed. Almost 60% of the workforce is now composed of millennials or digital natives who prefer to gather information digitally and efficiently, without drawn-out sales interactions. Virtual selling is here to stay as more and more buyers feel comfortable having B2B buying conversations online.

B2B Sales process is linear, but the buyer's journey is anything but that. To close the B2B buying disconnect and to offer outstanding digital experience alongside traditional sales experience, Chief Revenue Officers have no choice but to embrace modern revenue team enablement.

Building Value-based selling capabilities, enabling revenue teams with digital selling technology and finally, aligning Go-To-Market teams with buyer's journey - are the key components of modern revenue team enablement.

Magic happens when Sales, Marketing & Product teams are aligned and operate like a well-oiled machine - it is the CRO's ultimate mission. But as the company and teams grow, product capability expands, Marketing and Sales teams thrive to position themselves against competition in a buyer-centric world, aligning customer-facing teams becomes a major challenge.

REVSPACE OVERVIEW

Leading organizations are moving towards a model of Revenue Enablement where continuous learning, reinforcement and visibility into performance rubrics across functions are

embraced to generate repeatable, predictable and scalable revenue outcomes. RevSpace has taken these best practices and developed a new kind of Revenue Enablement system in four steps that is designed for the Team experience. In modern selling, your GTM team is a value-added advisor to the buyer.

First, Build a foundation - RevSpace makes it super-easy to curate content and build training with the tools Enterprise teams use every day for work and learn. Having sales content and training within the same easy access portal reinforces continuous learning as an integrated part of work, not onboard and forget in today's ever-changing workplace.

Second, Coach & Train - RevSpace makes it super-fun to consume bite-size playbooks created by Subject-Matter-Experts - both internal & external. One can not master his/her craft without practice. Pitch practice, Demo feedback, Quiz, AI-Driven Insights from Meetings - all designed to inspire sellers to add value to your buyers, consistently.

Third, Engage buyers - RevSpace makes it super-effective to engage buyers with easy to personalize content experience. From First meeting to Validation to Consensus building with multiple decision-makers - engage buyers with consistent experience. Align your GTM team, Pre-Sales, Sales & Customer Success - to attract, acquire and retain buyers.

Fourth, Measure what matters - With RevSpace, Sales leadership can measure ramp time and connect the dots between training and business impact.

Marketing leadership can measure content effectiveness. And, most importantly sellers can measure buyer intent with content engagement so that they can respond faster than the competition.

RevSpace integrates with IAM vendors such as Okta, Microsoft Azure AD for frictionless Enterprise access.

CRM integration with RevSpace gives visibility into 'Learner to Earner' rich analytics. And, finally, RevSpace's AI-driven personalized recommendation on skill-building leveraging resources from content partners along with contents recommended by trusted peers make teams reach new heights.

KEY CAPABILITIES

CREATE & CURATE

RevSpace provides an easy way to create learning modules using existing Enterprise assets stored in the secure content storages, including OneDrive, SharePoint, Box, Dropbox, Google Drive. There is no need to upload contents even when there is a slight change in collaterals, everyone automatically has the latest version. Access privileges are maintained by Enterprise content policy.

Create a learning path using both internal and external assets. A Powerpoint from VP of Sales, recorded video from Sales Kick Off, an interview of CMO or CEO during annual

customer conference, Sales workshop video by training agency, a LinkedIn Learning module - connect them together to create unique learning experience for different teams.

Curate knowledge from any corner of the organization, easily. RevSpace's RBAC (Role based access control) provides granular control for content creator, publisher, assigner and reviewer. From product to fields, subject matter experts can be enabled to create contents with Sales Enablement leaders or Managers reserving the ability to assign and review.

Content portal is a rich content experience for your sellers to search, tag, like, recommend sales and marketing content cards based on content type and outreach stages including prospecting to account management - at their fingertips.

COACH & TRAIN

Sales Readiness efforts are only successful when the content is engaging, bite-sized and easier to consume. RevSpace offers personalized portals for learners with Netflix-like course library and analytics for completion with leaderboard.

SDRs and AEs could get personalized feedback on Pitch practices, Sales Engineers could perfect Demo skills with peer-to-peer or manager-to-seller learning environments. Sales leaders can provide feedback on sellers' adherence to best practices and consistency with company messaging.

Quiz building and taking, Pitch practicing and hands-free feedback & scoring - all are designed around best user experience for admin and learners.

ENGAGE BUYERS

62% of B2B buyers say that they can now develop selection criteria or finalize a vendor list based solely on digital content. Stand out from ocean of scattered E-books, Webinars, Analyst Reports and Solution briefs by providing a guided content experience for the buyer based on their company size, industry vertical, buyer profile and buyer priorities.

RevSpace enables sellers build and share beautiful, personalized micosites with customizable themes and customer logos in minutes. Your sellers now can track content engagement for accurate Pipeline Generation and respond to prospects before your competitors do.

Sales Enablement leaders can build and track visually attractive buyer experiences mapping buyer's journey to your sales process. First customer engagement to meeting with Procurement leaders in your customer organization - bring consistent buyer delight.

Virtual selling with consistent content experience is an opportunity to align revenue teams interacting with a larger number of remote buyers.

When it comes to informing Product and

Marketing leadership on content effectiveness, RevSpace offers visibility into content popularity from your sellers and content enagement from your buyers.

BREAK SILOS

Institutional knowledge in an Enterprise is usually stored in the System of Records and based on functions they are different. For Engineering, they are Wiki, Confluence, Notion, for Product & Marketing they are Jira, PowerPoint, for Sales, they are CRM systems.

When knowledge transfer happens cross-functionally - on-boarding teammates, product release, sales training, win/loss analysis, product gaps, account opportunity - the traditional mechanisms are either too rigid or too ad-hoc. Nuggets of wisdom that lie within the community and bring business forward are not well captured using these traditional mechanisms.

RevSpace makes knowledge sharing across silos of users functional by surfacing low-effort, high signal information to all users without increasing the cost of communication for the sender/receiver.

MEASURE SUCCESS

For any organization, there are a set of questions, if one knows the answer to them, the organization would gain unfair market share. One such question is, what exactly separates star performers from the rest. How could we replicate them? How could we identify who needs extra nudge?

With RevSpace, Sales Enablement leaders could not only measure Learner success in training completion, but also connect the dots between learning and business impact. The goal in Sales Enablement is to align the intersecting elements of sales, marketing, customer success, product/brand management and human resources to improve seller productivity and enhance the buyer experience.

RevSpace integration with CRM systems (Salesforce.com) gives the Sales Enablement leaders visibility into seller ramp time and performance. Shift from Sales Enablement being viewed as "training partners" to being valued as a true business partner with multiple lines of businesses is already happening. This shift demonstrates an increased desire to align sales enablement efforts to overall revenue goals within organizations. RevSpace is positioned to accelerate this trend.

"Sales enablement budgets will increase by 50% within the next five years as a way to address shifting buyer preferences, boost seller effectiveness and drive revenue growth ." - Gartner Feb 2023
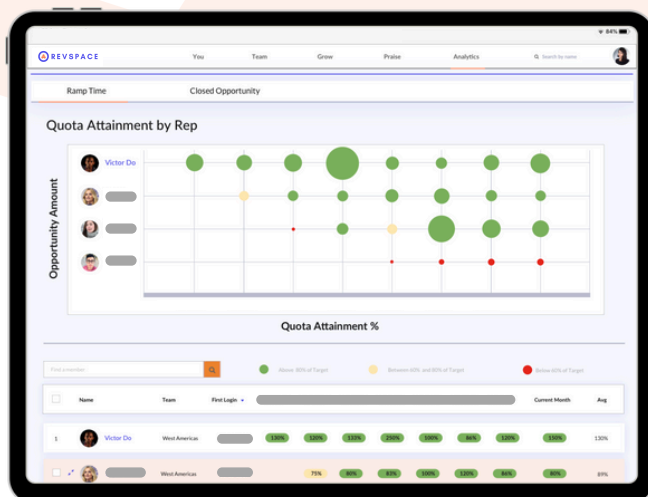
CREATE & CURATE

- Internal knowledge curation
- Continuous education - personalized learning path
- Content repository & search - best practices library
- Native integration with Microsoft Graph API
- Content storage - OneDrive, Box, Dropbox, G-drive, WiKi, Atlassian
- Content types - doc, pdf, ppt, mov, mp4, html5, YouTube, URLs

COACH & TRAIN

- On-boarding, Sales coaching
- SDR/AE processes, Sales Engineering workflows
- Quizzes, certifications & leaderboard
- Peer-to-peer and manager-to-seller skill practice
- Practice session editing before pitch video submission
- Voice enabled feedback & review

ENGAGE BUYERS

- Find, personalize, share, like, recommend sales and marketing assets - without the fear of accessing stale contents
- Engage buyers with stunning content experience - microsites
- Measure engagement and iterate - follow buyer's intent

MEASURE SUCCESS

- Content effectiveness analytics - from both buyers & sellers
- Learner content consumption analytics
- Visibility into seller performance analytics - Quota & opportunity
- Sales effectiveness analysis - Rep ramp time
- Identity top performers - sellers, trainers, course creators

ENTERPRISE GRADE

- SSO/SAML Integration (Okta, Azure AD), RBAC, Customer sandbox

REQUEST A LIVE DEMO - ENABLE YOUR REVENUE TEAMS TO WIN MORE

https://www.revspace.io