

TRANSFORM YOUR CRM INTO A COACHING ENGINE

salesforce

PARTNER

An integrated coaching engine for your CRM that drives discipline, performance and revenue growth.

Surface gaps early

Coach for performance

Accelerate pipeline

SALES LEADERSHIP — BLIND SPOTS ::

Most management analytics track sales activity and pipeline (**what** and **when**), but not competencies (**how** and **how well**).

Leaders have little visibility into frontline skills — such as which reps can plan and execute critical meetings and which frontline managers can coach and build “muscle”.

Training isn’t retained, reps churn too frequently and leaders make performance management decisions without access to competency data on their people.

:: THE SOLUTION

SWIFT[™] is a native Salesforce app that shows how well your team is performing, while driving discipline and accountability across even the largest field sales teams.

- Get more out of every critical meeting to accelerate your pipeline
- Transform your frontline managers from “super-reps” into coaches
- Drill down into coaching activities and competency gaps
- Build scalable capability

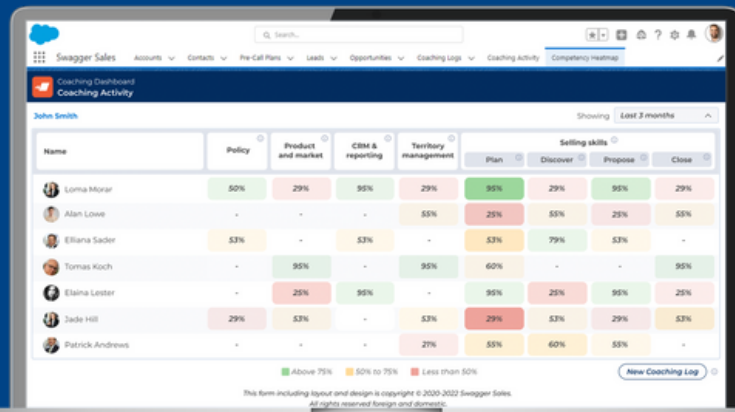
People
Pipeline analytics

SWIFT[™] COACHING DASHBOARDS ELEVATE A MANAGER’S MINDSET

“Coach the people, not just the deals.”

SWIFT[™]'s unique real-time competency heatmap helps managers focus on their precious coaching time, where it delivers the biggest return.

Leaders can drill down three levels in their organization to see strengths and weaknesses across even the largest of teams.



“

“The dashboards bring all the information into one place – it’s really about accountability, you can look at it very quickly to see if you have a problem in a certain area.”

SVP of Sales, MiMedx Group, Inc.

”

Faster, bigger client decisions to accelerate pipeline

A step-change in manager coaching capability

Discipline and accountability

FOR SALES LEADERS

See which managers are truly building sales capability within their teams.

- Establish predictive metrics beyond sales and revenue
- Drill-down visibility to drive sales discipline
- Evidence-based performance management



FOR MANAGERS

Transform your managers from “super-reps” into coaches.

- Mindset change to building sustainable muscle
- Coach directly through the app as part of the managers' regular Salesforce workflow
- Dashboards identify opportunities and gaps



FOR THE SALES TEAM

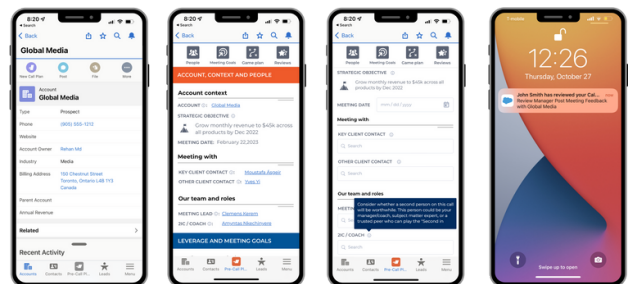
A simple yet powerful toolbox to plan and execute key meetings better and close more deals.

- Simple, integrated value-add call planning and context-sensitive planning tips
- Mobile and voice support to plan and get feedback on the go



SWIFT™ CRM TOOLS

Robust, consistent high-impact call planning with integrated competency assessment and coaching.



SUPPORTED BY THE ULTIMATE SALES TRAINING & SUPPORT

SwaggerSales™
Supercharge your Performance

Deployment onto your Salesforce instance is fast and easy, with comprehensive onboarding support, integration and training.

We can also provide intensive skills training for reps, managers and leadership using the brilliantly simple, leverage-based Swagger Sales curriculum.



“This course was the best sales training I’ve ever been to!”

**Account Executive,
Salesforce, Inc.**



Follow the Swagger Sales LinkedIn page to stay up to date on all Swagger content and newsletter articles.