

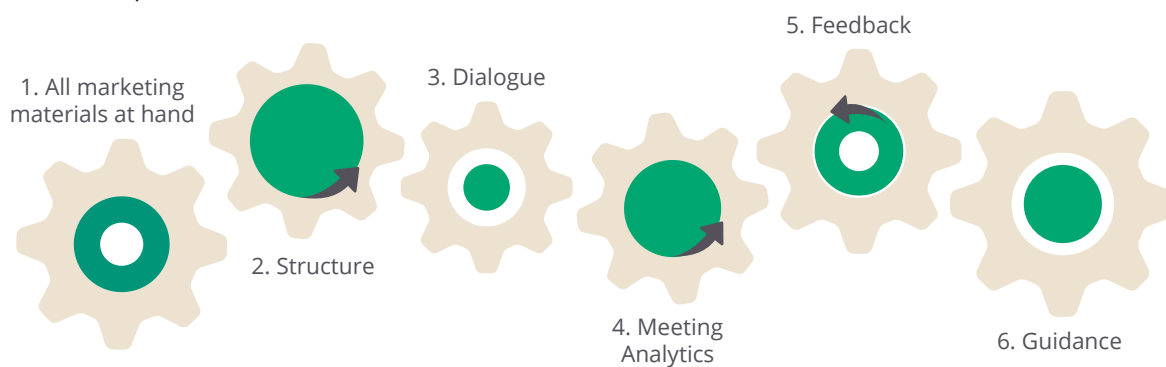
IMPROVE THE IMPACT OF YOUR SALES MEETINGS



SHAMAN. ANYONE CAN BE A RAINMAKER.

The sales pitch is crucial in B2B organizations. Forrester Research, however, shows that 86% of all sales calls are ineffective. A sales meeting tool that propels your teams' approach into the 21st century, Shaman boosts results while streamlining your meetings.

Shaman improves sales conversations on six levels:



1. ALWAYS EVERYTHING AT HAND, LESS TO PREPARE

Shaman is a complete solution for managing presentation materials. Users can easily import existing content to our platform and alter it as necessary. Distribution to the sales team is particularly straightforward thanks to a slew of automated features. Central updates, meanwhile, ensure the sales team always has the latest info available for a face-to-face or a web meeting. The immediate availability of content, and Shaman's intuitive controls, allow on-the-fly generation during the actual presentation. This significantly reduces the time necessary to prep presentations, as well encourages brand consistency.

2. MORE STRUCTURE, MORE FLEXIBILITY

Forrester Research finds structure is the commonest solution for improving sales calls. Our intelligent, multi-dimensional navigation enhances both overall meeting structure and also offers flexibility to adjust the story to the needs of every client. Accessible for beginners and useful for advanced users, Shaman enables workers of all stripes.

3. MORE DIALOGUE DRIVEN

Many presentations resort to monologues, limiting dialogue and engagement. The linear structure of a regular presentation certainly does not help. Through Shaman, presenters can easily consult their partners on which



story path to follow. Even more important, they can let the prospect's input guide the presentation. In Shaman, you can also add simple questions to encourage interaction. All responses, of course, are easy to save and tally.

4. MEETING ANALYTICS TO IMPROVE OUTREACH

Shaman records all actions during the presentation. This adds a clear picture of how each meeting progresses. Analytic tools also add new depth for gauging reception. Marketing teams, for example, can check which slides or content generates the most interest. Targeted improvements are the natural result.

5. CLEAR FEEDBACK AND EFFICIENT ADMINISTRATION

Sales conversations often lack clear internal discourse. Sales managers using Shaman have the option to answer five key questions immediately after the meeting's conclusion to create a quick report. There is also room for ad-hoc interaction. Follow-up actions, for instance, can be set during the call. Reviewing archives is also convenient, as Shaman stores all information. Additionally, Shaman will transfer all the data to Salesforce.com.

6. SALES GUIDANCE

Methodology is all important in sales. Shaman's is a structure based on conversation steps. You can create your own meeting structure, or embed an existing sales method you are using in Shaman, to make sure your sales team takes advantage of this tried and tested method in every meeting. You can also segment your storylines, using business questions to make the right turns in your pitch. This is especially ideal for offering new team members guidance. Excellent for tracking top performers, Shaman helps you share best practices across teams.

EASY TO IMPLEMENT

Shaman is a flexible tool anyone can use. You only pay for what you need: per user, per year. Importing content (PowerPoint, PDF, images, video) is simple and direct, as is structuring and distributing it. Progressively, teams can also add more elements. Shaman also provides a training program and support for developing presentation materials.

NEXT STEP

We are happy to showcase Shaman in an online demo. Visit getshaman.com to book one, as well learn more about our vision and our product. Contact us via info@getshaman.com or call +31-23-890-2510.