

SUPERCHARGE YOUR SALESFORCE

Power your sales teams with the
tools they need to close deals.

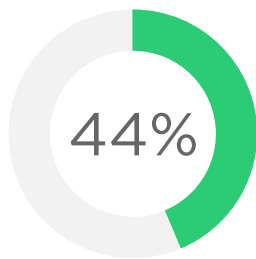
WHAT KEEPS SALES PEOPLE AWAKE AT NIGHT?

Prospecting quality leads? Getting to the right people? Understanding buyer behavior? Tracking the sales cycle effectively? Beating the competition? Above all else, closing the deal?

The answer is, a combination of, if not all of the above. So how do sales executives and their sales teams overcome these challenges?

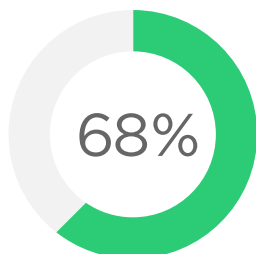
EXPERIENCES WIN THE DAY

Getting your organization to the next level starts with having a motivated and switched on sales team that instinctively gets their customer's pain points. They know how to respond to their unique needs and they are adept at building great relationships. One of the easiest and most effective ways to do that is to serve up personalized experiences to each buyer your sales team interacts with.



44% of buyers are likely to continue business with brands that deliver personalized experiences, Forbes

Personalizing buyer experiences is easier than you might think. It starts with collecting feedback from customers after each sales interaction. First impressions count. So, asking for feedback from your very first meeting helps you to build trust, respect and align expectations. And, by leveraging that data to optimize your sales processes and determine which reps would benefit the most from coaching, you can continuously improve the effectiveness of your entire sales team—and, as a result, the overall customer experience.



68% of buyers are willing to pay 15% more for a product or service that offers a better customer experience, ZDNet



Today's field salesperson should be an educator, negotiator, consultant, solution configurator, service provider, and relationship manager. They are integral to discovering the 'something more' that customers want. As customers will tell you, 'A salesperson must add value by becoming part of the product or solution.'

- Harvard Business Review.

READING BETWEEN THE LINES IS AN ART FORM

Find out what your customers are thinking and use that feedback to continuously improve your sales process. Having greater self-awareness and understanding of how you come across during your meetings and pitches, gives you the insight you need to continuously refine and adapt your sales technique.



More than 85% of customers buy more after a good experience, McKinsey



More than 70% buy less after a bad experience, McKinsey

HELP IS AT HAND

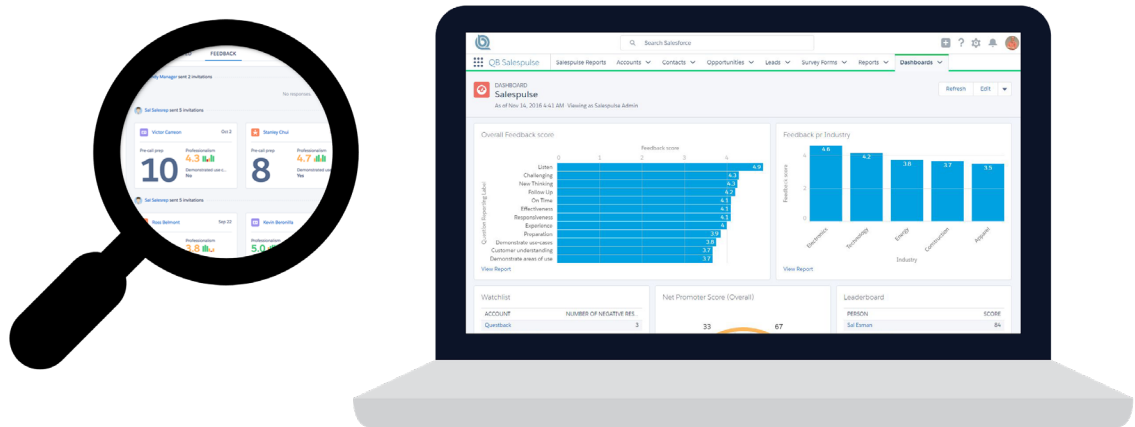
Questback's Salespulse insights app allows you to quickly and easily collect feedback from your potential buyer from your very first meeting. This means you won't be left guessing about what your buyers are thinking and the degree to which they're in the market for your goods and services. And, by measuring performance in sales meetings, it also pinpoints target areas for sales coaching. Salespulse gives your salesforce the powers of persuasion, they need to head off objections and smoothly negotiate their way to closing the deal.

Increase conversions. Reduce churn. Improve profitability.

QUESTBACK SALESPULSE BENEFITS

Questback's Salespulse puts all the information you need to develop a best-in-class sales team right at your fingertips. It enables companies to increase sales performance across the organization:

- ✓ Gain insight into how your customers feel at each stage of the buyer's journey.
- ✓ Use customer feedback to establish trust, align expectations and optimize your sales processes.
- ✓ Identify which members of your sales team stand to benefit the most from coaching.
- ✓ Reduce churn by giving your sales team the tools they need to thrive.



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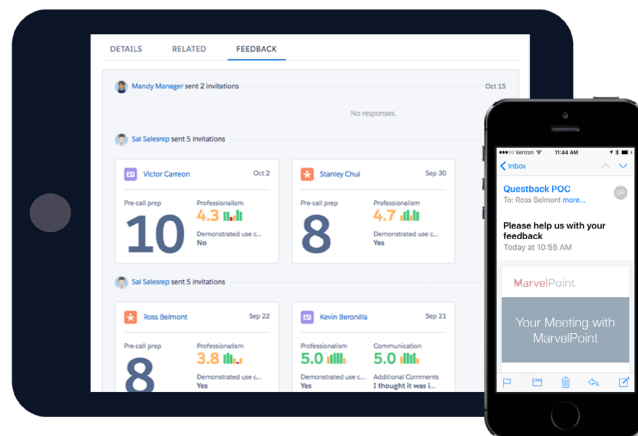
Though digital plays an undeniably important role in how a business communicates with the world, it's imperative that owners, and employees, never lose sight of the effectiveness of a human-to-human, handshake-to-handshake, relationship selling strategy.

– Forbes

QUESTBACK SALESPULSE FEATURES

- ✓ **Get going today for FREE:** With a few simple clicks and a few minutes to spare, you can start realizing the benefits of Salespulse.
- ✓ **Simplicity:** As a native app, there's no complicated integration required, just the 'thumbs-up' from your Salesforce Admin and you're on your way to greatness.
- ✓ **Hassle-free:** Send customer and prospect feedback surveys automatically after meetings conclude.
- ✓ **Seamless integration:** Access all sales feedback directly in Salesforce, complete with real-time dashboards and reporting functionality.
- ✓ **Effortless:** Create survey templates and change survey questions as needed directly in Salesforce.
- ✓ **Boost sales performance:** Feedback is readily available for use with Salesforce Einstein Opportunity and Lead Scoring.

Integrated. Automated. Insight.



Arm your sales leaders and teams with the feedback and insights they need to optimize each stage of the buyer's journey. Close more deals with Questback Salespulse.

Develop stronger relationships. Increase the effectiveness of your sales team with Questback's Salespulse.

Contact us to arrange a live demo at **+1 800 974 8784**

Or send an email to **contact@qbsalespulse.com**



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