



OutcomeChains™
Link Your Offers to Customer Results

Cloud-Based Business Storylines That Enable Your Solution Sales Teams To Have Strategic, Industry-Specific Business Conversations With Customer Executives.



The SaaS Tool That Transforms the Dialogue Between Sales and the Customer

Outcome Chains provides a visually beautiful storyboard that enables your teams to learn and conduct a meaningful business outcome narrative with high-potential customers. By clearly mapping your product and service capabilities to outcomes that are meaningful to executive decision makers, you can position your company as a strategic partner, resulting in bigger deals, differentiated solutions, more services and less discounting.

For Senior Account Executives

Outcome Chains provide senior sales executives with a SaaS tool that enables highly value-added conversations with senior customer executives. This easy-to-use application helps them become much more prescriptive and predictably focused on the business impact of their offers. It teaches customers about new innovations and creates a highly differentiated sales experience. It works great for horizontal solutions but becomes even more powerful by making it simple to articulate industry-specific use cases.

For Solutions Sales Team Members

Outcome Chains solves the hassle of solution sales teams who need to find the most current content on go-to-market strategies, critical market drivers, vertical industry nuances and the critical components of new products and services.

Outcome Chains also guide solutions sales teams to customize standard solutions to individual customer requirements. It allows them to engage in relevant business discussions beyond the customer's technical teams. Sales teams can present Outcome Chains storylines to guide the conversation to the business value of the solution. Services teams can communicate the specific alignment of their services to business metrics and outcomes. Implementation teams can easily create customer-specific journeys based on your company's preferred methodology.

Why Customers Love the Experience

Outcome Chains educate customers about your company's understanding of their business objectives and how you and your partners can deliver exciting and innovative digital outcomes. The platform gives customers a clear and consistent roadmap that clearly communicates how your solution will improve key business metrics and financial results. The Outcome Chains can be shared with the customer to help build their business case. Your sales teams can follow what the customer does with the Chains. After implementation, the customer can even review progress toward the identified metrics and outcomes with your Customer Success team.

Key Features

- Visually display and communicate storyboards that link business outcomes to product and service capabilities. Tell the whole story in one place with the flexibility to dive deep into any portion of the story.
- Easy to understand, beautiful to present.
- Link detailed content from any source or repository to the Outcome Chain and easily keep them current over time. This gives employees a single point of access to all the critical documentation for standard and non-standard offering components (specs, videos, data sheets, case studies, training materials, battle cards etc.) Saves high amounts of time for sales teams and ensures that the latest and greatest content is being used.
- Outcome Chain templates are quick to build and publish and are easily customizable to individual customer situations.
- Can accommodate almost any sales or service methodology.

Key Benefits

- **Accelerate executive discussion effectiveness that leads to bigger, competition-free deals:** create narratives and storylines to map buyers' business outcomes to product and service capabilities.
- **Reduce salesforce training & enablement time:** prescriptive and consistent execution of sales methodology.
- **Ease of access to current and curated sales collaterals:** deep content search and SME curation puts the most relevant content at reps' finger tips.

Contact Outcome Chains at 1.844.624.2666 or visit us at
www.outcomechains.com