

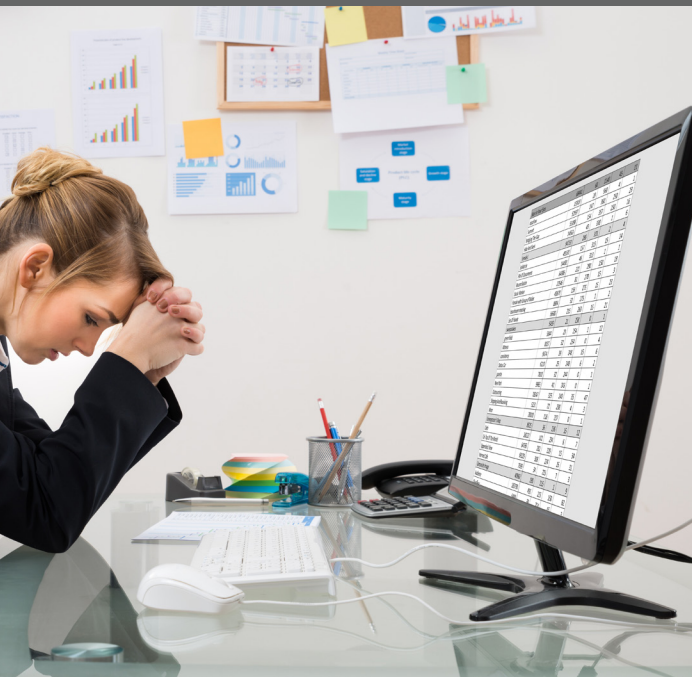


## Interactive Tools for Evolved Selling™

With increased access to product information, industry knowledge and competitive intel at their fingertips, modern B2B buyers are doing more research on their own, engaging with sellers later in the buying process, and expecting more from sales interactions than ever before. While the additional resources available at today's buyers' fingertips empower them to make more informed decisions, they also prolong the decision-making process as buyers require more time to work through an overwhelming amount of information and determine what details are relevant enough to impact their selection.

To combat the information overflow in today's market and appeal to B2B buyers, savvy sellers and marketers are pivoting the conversation from features and function to a more prescriptive selling model, educating prospects on how their solution aligns with overarching business goals and helps drive growth. Elevating the discussion beyond what the offering can do and instead focusing the conversation with decision makers on the economic value of the product or service, is proven to increase sales, sales velocity, repeat purchases, and the likelihood of new business referrals.

**FOCUSING THE CONVERSATION**  
with decision makers on the  
*economic value* of the product or  
service, is proven to *increase sales*.



## The Struggle is Real

While most companies have a clear understanding of what differentiates them from the competition, communicating that value at a field sales level remains a challenge. Companies that do attempt to tell a convincing, value-driven story about return on investment (ROI) or total cost of ownership (TCO) often enlist the help of programs like Microsoft Excel to convey concepts including time savings, product safety and ROI.

While Excel and similar programs can be an effective means to model this complex logic for simple input and output by non-technical users, they also present their own unique challenges. Tools built in spreadsheets are:

- Not customer centric or visually appealing
- Time and resource-consuming to produce
- Unable to measure usage or effectiveness, and often have low adoption rates
- Unable to easily store data for future use or management review
- Not easily incorporated into sales apps and presentation tools, making it difficult to push changes out to sellers



## SPREADSHEET CALCULATIONS



- More visually appealing
- Up-to-date data
- Customer centric insights
- Usage analytics

## The Mediafly Difference

Mediafly makes it easy for companies to successfully incorporate interactive selling tools like ROI and TCO calculators, diagnostic assessments, product configurators and more into existing sales processes. Model your unique value proposition, pricing model, or return on investment calculations in a spreadsheet and within weeks Mediafly will style a sophisticated and intuitive interface for your sellers to input data and view the results in real-time with customers or prospects. All interactive tools are accessible via your existing Mediafly application alongside your other sales content and tools, and available online or off. Data created can be seamlessly incorporated into sales presentations and automatically logged in your CRM to help inform future engagements. Measuring adoption and effectiveness is easy with insights into when the tools are being utilized and their resulting impact on the buying cycle.

## Trying to determine if interactive selling tools are right for your organization?

Answer 'yes' to any of the questions below and you may be ready to take the next step on your journey to Evolved Selling™.

- Are you leveraging a value-based selling approach?
- Have you tried Microsoft Excel calculators in the past to help communicate ROI or value?
- Do you struggle to keep these types of tools up to date in the field?
- Would your sellers benefit from the ability to run these tools offline?
- Would your sellers benefit from the ability to run these tools within their sales application or presentation platform?
- Do you have issues with sales adoption or compliance?

## Need help formatting your ROI or value story?

Our partners can help.



The Evolved Selling™ Solution

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### About Mediafly

Mediafly is a mobile sales enablement solution that enhances how brands engage prospective buyers. By using Mediafly's platform, marketing and sales teams at companies including PepsiCo, Disney, GE Healthcare, MillerCoors and Charles Schwab, are able to deliver custom, dynamic sales presentations quickly and efficiently, engaging customers with insights that are relevant to them. Mediafly's Evolved Selling™ solution enables sellers to be more flexible, insightful and interactive in their sales interactions, resulting in increased sales and stronger customer relationships. Mediafly has been named to the Inc. 5000 list of fastest growing companies for four years consecutively in addition to being named Inc.'s Best Places to Work of 2017. Most recently, Mediafly was named a top 10 Best Place to Work by Crain's Chicago, No. 1 in the small business category. Visit Mediafly.com or follow @Mediafly for more information.