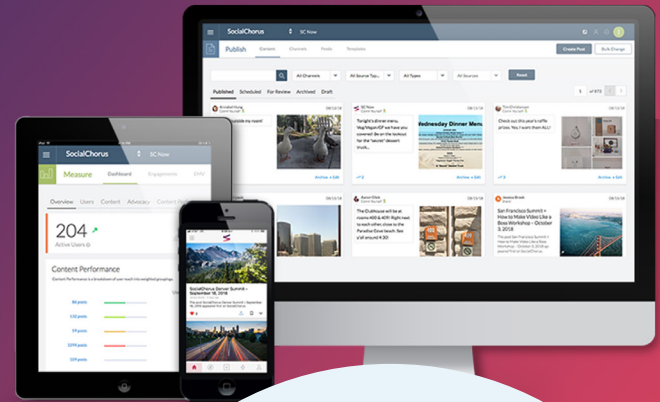




# Sales Enablement



SocialChorus provides a singularly unique platform that combines the information sales reps need, with an engaging communication strategy. This takes the pain out of communications for management. Sales reps can receive training videos, documents, or the latest sales deck on the device of their choice. They can also build authentic team spirit by liking and commenting on the latest client wins and sharing the best client stories.

*Connect your sales team with the most up-to-date assets, strategies, and wins.*

## Common Challenges

No single source for “need-to-know” sales information

Distributed sales teams don’t feel connected

Lack of communication metrics for sales managers

## SocialChorus Solutions

### TOMORROW IS TOO LATE

Salespeople rely on time-sensitive information and resources. We understand they need it when they need it. Anticipate and automate the flow of information to your sales reps all over the globe from one platform.

### VALUE THE INDIVIDUAL

Personalize the experience for every employee by pushing messages to the channels and devices they prefer. Segment by different groups (role, location, product lines, etc.) to share relevant information.

### MEASURE COMMUNICATIONS LIKE YOU DO REVENUE

Sales are the key for every company and without them, you’re history. Robust analytics let you understand how your content is performing with the sales team—and who is engaging the most.



LEARN MORE AT [SOCIALCHORUS.COM](https://socialchorus.com)

A REAL-WORLD EXAMPLE

# *SocialChorus*

## *Drives Sales Enablement*

A large US company with distributed employees wanted to rally their sales team. They needed a collaboration platform to help them certify their entire sales team with a new training—but lacked the platform, measurement, and time to do so.

They were already a customer of SocialChorus and had experienced success using the platform for company-wide communications—so they wanted to see how it performed with team-specific content.

Creating a specific channel just for sales, they kicked off their sales program on their branded employee app. Using the platform, they laid out the stages of the sales certification—which called for progressing through various training modules. The app lets the sales managers push out the latest sales training information and updates on an ongoing basis, ensuring their teams had the necessary materials to complete each module in a timely manner.



*Let's Talk*

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**SocialChorus is the leading workforce communications platform that transforms how workers and organizations connect every day.**

We empower communicators to reach every worker—from the head office to the front line. Companies thrive and win when all their workers feel informed, aligned, and supported. The SocialChorus platform allows communicators to publish once and distribute everywhere—efficiently delivering critical information to the right employee at the right time.