Increase efficiency with CallidusCloud’s Enablement

Are you overwhelmed by the volume of marketing and sales content? Is all your sales and marketing content in one place? Do you have the ability to capture feedback on how your content is being used? Can you easily provide your channel partners access to the content they need, when they need it most?

CallidusCloud’s Enablement is centered on the ability to transfer knowledge by making the right knowledge assets, tools, subject matter experts, and resources available to the sales channels at the right time. Sales and partners enjoy more powerful conversations with buyers that rapidly advance the sale. Enablement is a state of the art content portal that eliminates hours of dead selling time by creating a single source of truth of easily searchable content that is accessible at any time and from any location.

Enablement gives you the ability to better understand your sales channels and customer’s needs by providing analytics on what content is being used, who is using it, and at what stage of the buying cycle are they using it.

Key benefits:

- Improve win rate by understanding what content is relevant to your prospect
- Reduced sales cycle length by eliminating wasted selling time searching for needed content
- Detailed analytics to understand what content is used and how it is being used
- Better understanding of customer and buyer behavior with detailed analytics on who’s viewing what content, and when

Data and analytics help determine if it’s working
4 Reasons to use CallidusCloud’s Enablement

Single source of truth:
Provides complete role-based support for direct sales, partner sales and customer relationships using one solution and one repository – means you only have to implement and maintain one site for all possible roles, including direct sales, marketing, product marketing, support, channel sales and partners.

Collaboration:
Having the ability to give feedback on and rate content, with full analytics on what content is being used, allows for better content that is more in tune with field messaging. Collaboration arms sales with the knowledge of your top marketing, sales, and subject matter experts in every sales call.

Deal Rooms – Portals:
Better deal intelligence on who’s involved in the buying decisions, what are they looking at and who are they sharing it with helps sales understand who the deal influencers, decision makers, and buyers are and where they are in the buying cycle to ensure they engage at the right time with the right information based on the buyer’s needs.

Channel Enablement:
Arm channel partners with sales-ready material in order to sell effectively. Partners don’t have to do business with you or use your tools, therefore it’s imperative that you make it easy to learn about and sell your product, essentially making it easier to do business with you than with others they may represent. Deliver automated, customized private portals for different partner audiences, helping to package content that’s specifically designed for the user. For security purposes you can decide which partner has access to what content. Analytics on your partner portals highlight who has downloaded what, and what content is making the most impact on those that represent your products.

About CallidusCloud
Callidus Software Inc. (NASDAQ: CALD), doing business as CallidusCloud®, is the global leader in cloud based sales, marketing, learning and customer experience solutions. CallidusCloud enables organizations to accelerate and maximize their lead to money process with a complete suite of solutions that identify the right leads, ensure proper territory and quota distribution, enable sales forces, automate configure price quote, and streamline sales compensation — driving bigger deals, faster. Over 4,600+ leading organizations, across all industries, rely on CallidusCloud to optimize the lead to money process to close more deals for more money in record time.