



Shorten Sales Cycles

Accelerate “YES!” with Personalized Evaluation Sites



The Challenge

One organization using Postwire sells visual analytics software. Their sales process is fast and transactional. The evaluation period begins when a prospect downloads trial software. Sales reps needed a way to react quickly and provide everything a buyer needs to say “Yes!” sooner.



The Solution

Using Postwire, in just minutes reps can now post in one place all of the resources required to ensure a successful software evaluation. The information can be tailored for each buyer’s situation and organized so that it’s easy to scan at a glance and share with others.



The Results

Sales reps guide prospects through the buying process at an accelerated pace prospects love.

Postwire focuses attention on just the information that matters, eliminating information overload and communication speed bumps, such as hassling with email attachments and updating new people.

In addition, Postwire’s tracking helps reps prioritize their follow-ups based on each buyer’s level of engagement. **The icing on the cake?**



Reps can act fast when a prospect who went “dark” reengages, ready to buy.

Postwire Example

1 [Company Name] Trial Software Evaluation Resources

2 Share This Page

Below are resources to assist your evaluation. There are links from Harvard Business Review, customer stories, live/ on-demand training and a 5 part webinar series from our CMO to our social media folks on best practices. Feel free to forward on internally.

3 Comments

4 CMO.com Blog Post: How Big Data Analytics Are Revolutionizing Marketing

5 LIVE Online Training Sessions

6 5 Best Practices for Creating Effective Dashboards

7 All eyes are on you and expectations are high.

8 Live Statistics Training | Feb 27 2014

9 Spark The Imagination: Dashboard and Use Cases Examples

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Schedule a Meeting with Me
See My LinkedIn Profile
Skype Me

powered by postwire

Example email message:

I am the account manager for [Company Name]. Thank you for downloading our Trial. I've been working with Joe in [dept] and wanted to introduce myself as your point of contact. I created this personalized site as a place to share information and ideas. [Click here to view it.](#)

Notes:

- 1 Include prospect's name in title.
- 2 Highlight the purpose and encourage sharing.



Tip: Personalize the thumbnail images.

1. Take a screenshot of the prospect's logo or other graphics:

How to Take a Screenshot in Microsoft Windows

<http://www.wikihow.com/Take-a-Screenshot-in-Microsoft-Windows>

How to Take a Screenshot in Mac OS X

<http://www.wikihow.com/Take-a-Screenshot-in-Mac-OS-X>

2. Click **Edit** on the content item.
3. Click **Can't find a good image?**
4. Click **Upload an image.**
5. Select the image file (.jpg or .png) to upload & use cropper.