

Veelo® for Sales Playbooks

Short, interactive playbooks sales people actually use.

Are your playbooks 100-page PDFs or PPTs no sales rep ever uses?

Playbooks provide sales reps with a repeatable, predictable sales process. The more one deal can look like another, the better the sales rep can position, qualify and sell to win.

Use Veelo to make your sales playbooks available to sellers in a format they actually use—easy to reference, interactive, and in their workflow.

20–75% increase in average deal size

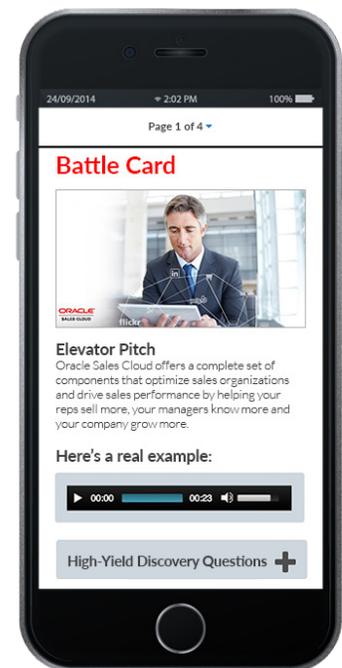
Up to 10% shorter sales cycles

2x more likely to win the deal

How Veelo Works

Quickly repurpose sales playbooks into short, interactive modules that sales reps can access on any device, while you track usage, ratings and feedback.

- Quickly convert to short, interactive modules with video, audio, memory boosters, and more
- Assign content and alert sellers to what's new
- Track usage, ratings and feedback
- Available on any device and integrates with popular CRMs



“42% of best in class companies use sales playbooks vs. the industry average of 29% and only 14% of laggard firms.”

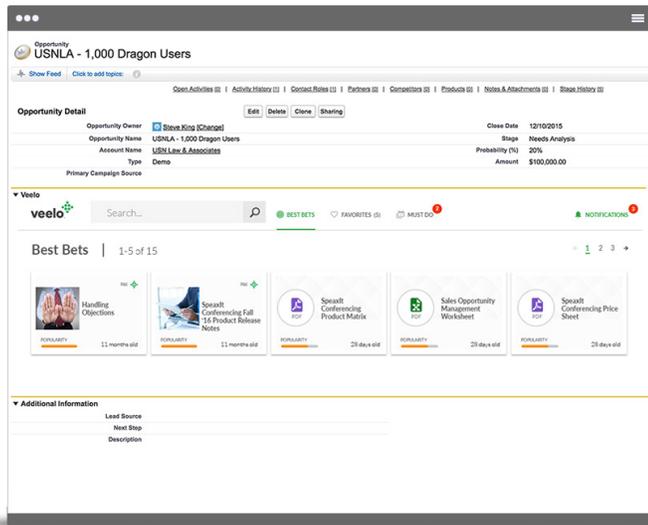
—Aberdeen Research, 2015

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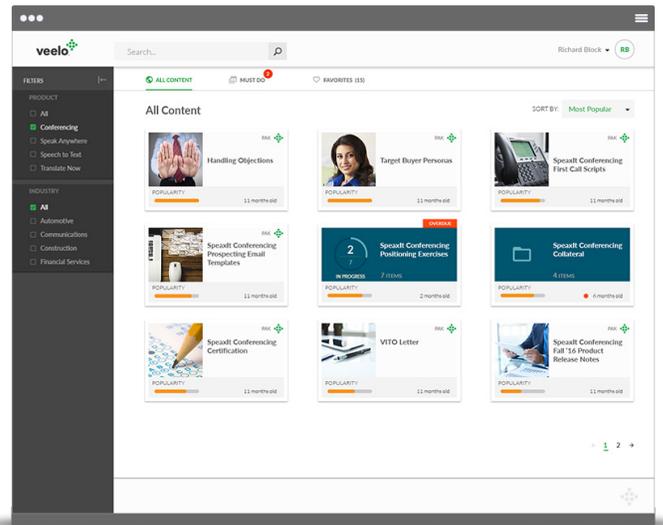


Veelo for Sales Playbooks

Keep sales reps engaged and on message.



Within the CRM



Stand-alone App

Prescribe Best Practices

Quickly deploy and update repeatable processes and best practices for your sales teams.

Drive Use

Dramatically improve playbook utilization and impact—easy to use, searchable, and available on any device.

Improve Performance

Reinforce desired sales behavior—interactive, modular design rooted in brain science for greater knowledge retention.



For Salespeople

“Finally, a playbook I can actually use! I get exactly what I need for my customer calls, whether it’s how to address objections, or how we differ from our competitors. Search is fast, the content is easy to digest, and I can get it on any device.”



For Product Marketers

“Our sales playbooks are finally getting used, and I can send updates and alerts to the entire team in seconds. The analytics show me what’s used the most and what needs improvement, so I can focus on getting the reps what they need to win more.”

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