

Playbooks in Veelo®



Short, interactive playbooks
sales people actually use

Are your playbooks 100-page PDFs or Powerpoint decks no sales rep actually 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, in their workflow, and available on any device.

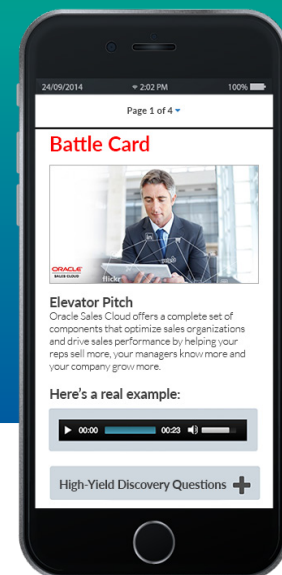
Using Veelo for Playbooks

Quickly transform sales playbooks into short, engaging modules that sales reps can access on any device. Easily track usage, ratings and feedback.

- Incorporate video coaching, audio clips of best practices, memory boosters, and more
- Assign content and alert sellers to what's new
- Measure what's working and what's not. Monitor leading indicators of success.
- Available on any device and integrates with popular CRMs

Don't have a formal playbook yet? Use Veelo Vault playbook templates to organize your content into a format that you know your sellers will use.

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



Benefits:

Drive Use

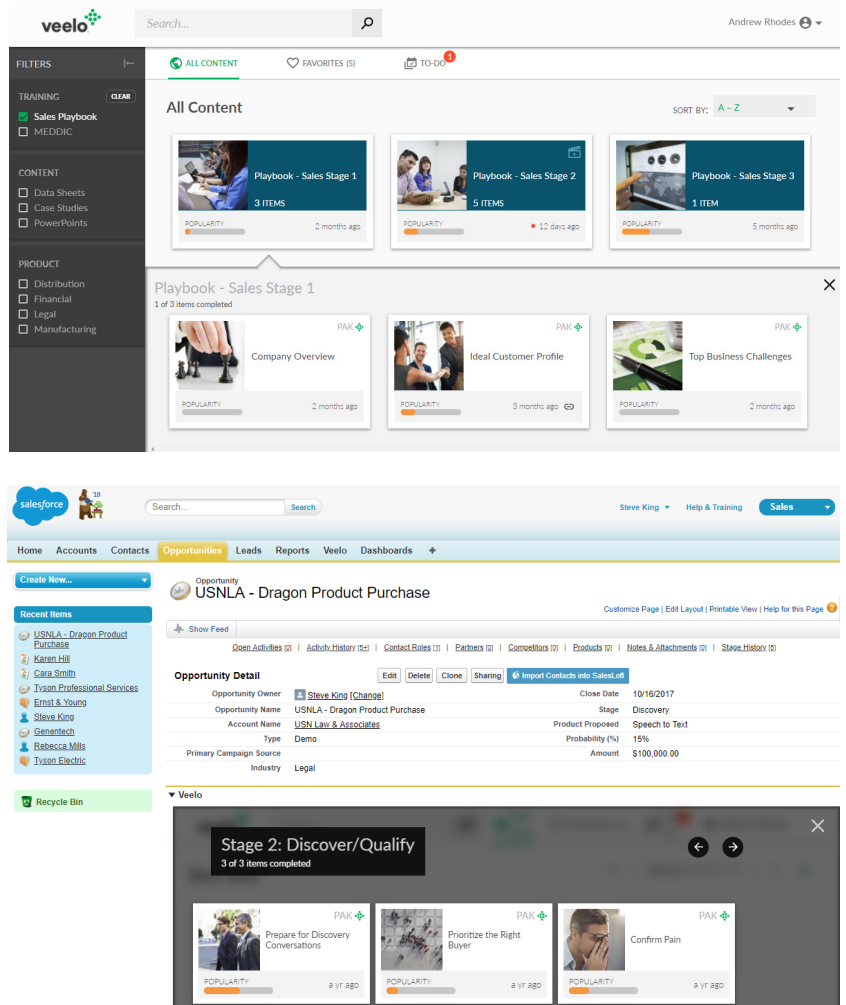
Strengthen the impact of your playbooks. Intuitive, searchable, available on any device.

Improve Performance

Reinforce desired sales behavior with brain science principles. Modular, interactive design builds knowledge retention.

Prescribe Best Practices

Launch repeatable processes and get results for your sales team



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.”

Contact us for a demo

www.veeloinc.com | sales@veeloinc.com | (855) 414-8760