



3 Factors to Consider

When Selecting a Sales Engagement Platform

01

Who Benefits from a Sales Engagement Platform?



Sales Reps

focus more on selling and less on administrative tasks



Sales Operations

minimize training time and streamline sales process



Finance

reduce overhead and scale growth

02

Core Areas Optimized by a Sales Engagement Platform



Reduced

administrative time



Boost

cash flow and spend



Reduced

training time



Unified

buyer experience



Gain

insights on buyer engagement

03

Avoid These Pitfalls



Purchasing

legacy technology



Hidden

charges



Lengthy

implementation time



Steep

learning curve