



your challenge

B2B buyers prefer digital interactions more and more at every stage of their buying journey. They are taking a self-educating approach to buying, and waiting longer and longer to actually engage with salespeople. So it's more important than ever to make an impact with your digital interactions.

The tendency for many organizations is to invest in Sales Engagement Technology to increase productivity & effectiveness, and to improve pipeline visibility. The problem is, without exploring the strategic complexities of Sales Engagement and the right combinations of touchpoints, messages, and content for each audience, your efforts could be falling on deaf ears—and worse, wasting the resources you're spending on the efforts.

What you need to **Unlock Conversions from your Commercial Conversations with Corporate Visions and SalesLoft**. When you combine the power of SalesLoft with research that uncovers the hidden forces that motivate how and why people make decisions, you can improve the impact of your commercial teams and make the most of your SalesLoft investment:

- Pair strategy with technology through **Corporate Visions' implementation services for SalesLoft**
- Ramp your team up on SalesLoft faster through **Corporate Visions' training services for SalesLoft**
- Generate prospect and customer engagements with **Corporate Visions' Cadences**

More than
70% of B2B
buyers now prefer
digital interactions
in the early stages
of their buying
activities.

—McKinsey & Company
study

bring decision science to your sales engagement strategy

pair strategy with technology

Consider your organization's goals and targets for your deployment with SalesLoft. Whether growing your Inside Sales teams, assigning account teams new retention responsibilities, or activating a Customer Success team, you should optimize the model to reach your goals.

Through **Corporate Visions' installation services for SalesLoft**, you'll strategically implement your SalesLoft instance so you'll be able track progress, manage activities, and build programs to align with your company objectives.

ramp up your team faster

Automating your sales engagement is just one part of the challenge. Your customer-facing teams need to get beyond the basics to accelerate the success that the SalesLoft platform enables.

Through **Corporate Visions' training services for SalesLoft**, you can get your team up and running faster with training that combines "how to" content with insights on how your prospects and customers making buying decisions.

generate more engagements

Buyers have become more and more numb to traditional sales methods, so finding the right cadence of digital touchpoints paired with messages that speak directly to your target prospect is critical to making the most of your investment.

Through **Corporate Visions' Cadences**, your prospect and client touchpoints will be founded on research-proven message frameworks for client acquisition, expansion, and retention, and built using sales prospecting techniques proven to grab a buyer's attention and open the door to more fruitful sales conversations.

That's what you can do through the partnership with Corporate Visions and SalesLoft. Through our alignment and expertise, we test, refine, and validate the best approach for reaching and converting B2B decision-makers with your messages, content, and buyer conversations.

By leveraging Corporate Visions, you can optimize your technical deployment of SalesLoft, fine-tune your cadences and content, and provide your sellers the skills they need to get more conversions out of their commercial conversations.