



The Importance of Instant Access to Content

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In today's on-demand economy, having instant access to information is critical. It doesn't matter if your reps have access to the Internet or not, the content needs to be locally available.

Way back in late 2010, just after the iPad debuted, I realized that the main focus or use of the device was content. Delivering, storing, manipulating, and displaying content for both personal and professional reasons was one of the greatest uses for a tablet.

The lightweight and functional form factor of a tablet made carrying all my files easy, fashionable, and fun. I wanted to bring that same feeling and usefulness to the business world. And so vablet was born. Videos, multi-media PDFs, and HTML5 apps are examples of the types of rich media files marketing departments are wanting to use today. These file types are dynamic and more enticing to a potential customer.



Instant search and instant access are significant time savers that make for a more productive sales force.

When a salesperson engages prospects with relevant information, they're more likely to become customers. But if that salesperson is digging through their briefcase for the latest collateral, trying to find notes on the prospect, or looking for a form to be signed, they are wasting valuable time.

That's up to 20% of their essential selling time!

Three ways to make your sales team more productive:

1. Access at Your Fingertips

When you implement a sales enablement platform, you're giving your sales team quick and instant access to the tools that support sales conversations. This means salespeople have the most effective sales content when they need it the most.

The platform you select should allow marketing to publish content in one area, organize it in a way that makes sense, and then get it into the hands of their salespeople when it matters.

2. The Right Content

You also want to make sure that once a file is retired or replaced there's no question your salesforce has the latest and greatest information. This ensures they always have access to the correct, most relevant content and that it falls in line with compliance.

3. System Integration

When you integrate your platform with a CRM system or sales tool, you are giving your sales team more time to sell. These tools provide your sales force access to key information like contacts, calendars, and appointments combined with the ability to capture and record sales calls. They reduce or even eliminate redundant tasks, increasing efficiencies, supplementing selling time, and



of sales content is never used because reps can't find it at the time they need it.

shortening the sales cycle. Your salespeople have a central hub from which to work that gives them the time they need to do what they're supposed to do: sell!

It's quite simple, right? When a salesperson can immediately access content, they're more productive in the field. If they're more productive, they can sell to more prospects faster. And what does that mean? Closing more sales in less time, adding to the bottom line.

vablet gives you peace of mind with not only instant access to content, but content control of marketing messaging and for compliance. vablet also integrates with any sales system you need it to. Get a demo now at www.vablet.com/get-demo.

About vablet

vablet is a sales enablement platform that makes it easy for any organization to give its sales team a sales solution that actually empowers them to close sales. We help our customers drive enterprise-wide productivity, offer differentiated yet branded user experiences, and open new growth opportunities both internally and externally.

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