CIO
APPLICATIONS

PROLIFIQ

"NATIVE"
SALESFORCE
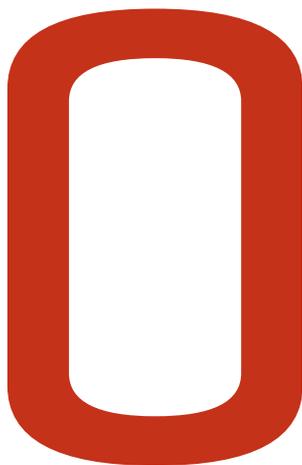## SALES ENABLEMENT
FOR ACCOUNT-BASED
SELLING

Vrahram Kadkhodaian,
CEO

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PROLIFIQ

"NATIVE" SALESFORCE SALES ENABLEMENT FOR ACCOUNT-BASED SELLING

Over the years, the world of customer relationship management (CRM) has grown exponentially and has paved the way for enterprises across industries to cater to their customers in ways unimaginable a decade ago. Widely considered to be a modernized "systems of engagement" for sales teams, CRM systems are primarily used to document sales activities, track accounts, keep an eye on opportunities, and lastly to forecast and run efficient operations. With platforms such as Salesforce, many companies have been able to successfully connect with their clientele to enhance both customer relationships and their business as a whole. However, even with such robust systems of engagement, sales representatives are often underequipped. Although CRM systems provide access to vital and sensitive information, they do not necessarily help in translating the value of that information into sales to help them sell, or to engage with

> " WE'RE BRINGING THE TWO MOST VALUABLE SELLING MOTIONS BACK INTO SALESFORCE TO HELP REPS SELL AND SERVICE THEIR CUSTOMERS "

Vrahram Kadkhodaian,
CEO

Edward Vesely,
CMO

William Green,
CRO

Vrahram Kadkhodaian,
CEO

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customers the way they want to work. This particular predicament led to the rise of several "systems of enablement"—tools and processes that equip sales teams with the content, guidance, and training they need to engage with buyers effectively. So, if a company combines the power of these two systems, wouldn't their sales go through the roof? With that being said, they must now go through the clutter of managing multiple tools, which gets harder and costlier as the business expands. In effect, firms cannot realize the notion of "a single source of truth" that transcends across every facet of their sales process and functions.

"PROLIFIQ is smack dab in the middle! Our native solutions allow sales professionals to create, manage, and execute account plans, and deliver content within Salesforce," says Vrahram Kadkhodaian, CEO of PROLIFIQ.

Bridging the Sales Enablement Gap
Prior to joining PROLIFIQ, Kadkhodaian served as a VP of sales at Salesforce and has been a Salesforce executive customer for more than a decade. As such, he noticed several setbacks with such systems of engagement and learned first-hand the many benefits of adopting third-party native-only solutions.

Kadkhodaian highlights that according to Salesforce research, more than 75 percent of business buyers expect salespeople to serve as trusted advisors and they expect the same positive experience they have grown accustomed to when buying for themselves as consumers. The same study also indicates that nearly 57 percent of sales reps miss their quota due to operational inefficiencies. In conclusion, there is an increasing gap between what is expected of a salesperson and what is being delivered. The reason behind this void is that these professionals do possess vital information but lack the proper means to leverage it when stored outside of the CRM systems in siloed applications. Sales representatives want to utilize these data within CRM systems in ways that actually help them sell, but have had no way of doing so until now. Enter, PROLIFIQ's Sales Enablement Suite!

"Our Native Salesforce Sales Enablement solutions bridge this gap by offering Account-Based Selling (ABS) applications targeting the two most valuable sales motions in the B2B salesperson's world—account planning and digital content management," says Kadkhodaian.

The Account-Based Selling Apps of PROLIFIQ
PROLIFIQ's Sales Enablement Suite encompasses two key offerings—CRUSH and ACE. These tools bring account planning and digital content management into Salesforce in a way that reps can gain access to all the data required to increase sales in a matter of a few clicks. Interestingly, these apps automatically capture data on the go, enabling salespersons to focus on selling as opposed to investing time in feeding and organizing data.

"Our account planning tool provides your sales team with a clear plan of action that blazes the path into key accounts for more selling opportunities," says Kadkhodaian. He continues, "And our digital content management tool ensures customers are always getting content that is on-message and on-point, exactly in the moment they need it."

By combining the capabilities of these easy-to-use sales enablement tools with a robust CRM system such as Salesforce, enterprises can seamlessly keep sales and marketing teams in sync within one single ecosystem rather than having disparate tools. PROLIFIQ not only equips sales reps with real-time insights from their entire team to help "seal the deal" with key accounts but also offers content reports which they

can access as quickly as their customers require. By having in-place smart content at every stage of opportunities, sales teams can painlessly plan and efficiently deliver without any hindrance.

"At the end of the day, our value statement is to help sales professionals sell more and service their customers better with our solutions," asserts Kadkhodaian.

Robust and 100 Percent Salesforce Native

Built and led by former Salesforce executives, the firm offers applications that make sales a "cakewalk" for representatives, administrators, and teams by helping them win and grow accounts and use content to close deals faster, under one roof. Unlike other sales enablement tools in the market, PROLIFIQ's offerings do not require any integration; administrators can "snap in" the native Salesforce apps while sales reps keep selling. These plug-and-play applications not only reduce the time taken to implement and deploy the solution but also take away the entire cost associated with the procedure. Clients can onboard and start using these apps in less than 15 minutes, as it is happening within the Salesforce platform. In essence, end-users can enjoy the benefits of PROLIFIQ's offerings while retaining the same security, user profiles, and infrastructure of the Salesforce platform in a manner that's "very similar to what iTunes is to an Apple device."

Although there are many solutions on the Salesforce App Exchange, there are barely a handful of "truly native" applications. PROLIFIQ's uniqueness lies in the fact that it was created within Salesforce's platform—the firm calls it "PROLIFIQ Inside." Due to the ecosystem in which CRUSH and ACE exist, they are trusted, secure, intelligent, multitenant and mobile, and they allow customers to completely leverage their entire investments in Salesforce training, administration, and data. They're also maintenance-free (cost-wise) and are updated three times per year to coincide with the Salesforce platform release schedule.

"Since conception, we have had a productive relationship with Salesforce—from research and development through sales, marketing, and customer success—and we are completely invested in and committed to the success of the Salesforce ecosystem even in the future," says Kadkhodaian.

Additionally, PROLIFIQ partners with other Sales Transformation and Sales Enablement organizations such as the SOAR Performance Group to ensure that clients receive an incremental value throughout their journey with the app that they can continue to scale and leverage overtime. As of today, SOAR helps users with the change management while PROLIFIQ offers support on technical aspects. Such associations also help the firm focus on the technology and increase customer success exponentially.

Driving Success at Every Step

Commenting on the commitment PROLIFIQ has toward their customers, Kadkhodaian highlights an instance wherein they streamlined one of their client's entire sales process. Not so long ago, a global company with over a thousand sales reps leveraged the Salesforce platform but only for opportunity, activity, and forecast management. Despite having a robust CRM system in place, everyone used spreadsheets, PowerPoint, and Google Drive for account planning, which was time-consuming, manual, ineffective, and inefficient. Not only was the firm unable to make the most out of their investment in Salesforce as it was barely used as a reporting tool, but no leader or executive had any sort of visibility as to what was happening. After recognizing these issues, they were looking for a partner that could help them strategically sell, better their account planning, and help unlock the investment they made in Salesforce. PROLIFIQ helped reduce their client's time in their overall account management process by over 70 percent, increase win rates by 10 percent, and lastly, improve user-adoption—all within Salesforce in less than a month.

Over a span of 20 years, PROLIFIQ has successfully changed the sales game for many such companies and has penetrated across industries, establishing itself as an international sales enablement organization. The firm aims to further improve its offerings by leveraging technologies such as AI and predictive analytics.

> ## " OUR NATIVE SOLUTIONS ALLOW SALES PROFESSIONALS TO CREATE, MANAGE, AND EXECUTE ACCOUNT PLANS, AND DELIVER CONTENT WITHIN SALESFORCE "

"In addition to checking all the boxes when it comes to the value our customers are receiving, our fundamental vision is that we want to provide simple yet robust solutions," says Kadkhodaian. He continues, "We want to disrupt the market not by building our own platform but by leveraging Salesforce's world-class robust technology and combining it with our capabilities—making us the perfect solution that helps sales professionals sell more and service their customers better." **CA**

Company:
PROLIFIQ

Key Person:
Vrahram Kadkhodaian
CEO

Description:
The firm offers native Salesforce account-based selling—account planning and content management—software that empowers sales teams to boost performance and become trusted customer advisers

Website:
PROLIFIQ.com

Top 25 Salesforce Solution Providers – 2019

Business marketing strategies have been evolving at a significant pace in the past few years considering the swift market changes. One of the most prolific changes has been customer expectations. 80 percent of customers now believe that the experiences they get from a brand across all touchpoints are equally important as its product and services. Today's business landscape is completely driven by savvy customers as they are empowered with more options, more offers, and more access to information.

As such, choosing a solution that focuses on the customer is a must. Salesforce, providers of the world's leading customer relationship management (CRM) platform, know how to put customers first, and the company has used that knowledge to construct solutions that make it possible for businesses to build positive customer experiences across every channel. Salesforce makes it easy to pair customers with the products and services that will keep them coming back. With special offers tailored to individuals, offered across mobile, social media, and more, Salesforce helps businesses show their clients just how important they are. Additionally, Salesforce gives employees the tools they need to be successful. With data-driven, real-time product insights, service representatives can establish rewarding customer relationships quickly. Likewise, management and training tools help ensure that employees are productive and effective—assisting shoppers and promoting company interests on all fronts.

To assist CIOs maneuver in the right direction while adopting Salesforce solutions, a distinguished panel of CEOs, CIOs, VCs, and analysts along with the CIO Applications editorial board has selected the leading Salesforce solution providers. The companies featured here demonstrate an ability to develop innovative techniques combined with outstanding customer service.

In our selection, we looked at the vendor's capability to fulfill the burning need for cost-effective and flexible solutions that will add value in implementing Salesforce solutions.

We present to you Top 25 Salesforce Solution Providers – 2019