

Are your sales presentations **BORING?**

Static and linear presentations won't capture the attention of today's buyer. In fact:



48%

of **SALES REPS** don't do a good job of business value articulation

(Gartner)



74%

of **SALES REPS** are too focused on themselves

(Gartner)



1 in 3

PROSPECTS admit to falling asleep during a powerpoint presentation

(MarketingProfs)

Today's **modern B2B buyer** wants a **consultative sales interaction** that requires their input and fosters engagement. According to Demand Gen Report,



84%

of buyers prefer more **interactive & visual content**

(DemandGen)



81%

of buyers want **value-focused tools** to guide future investments

(DemandGen)

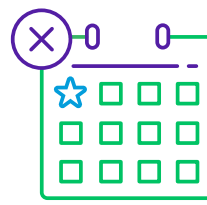


95%

of buyers want **benchmarking & insights** to measure effectiveness vs industry standards

(DemandGen)

The **cost to your organization** is significant if your **sales team** is not engaging your buyer with interactive content.



83%

of sales reps don't get a **second meeting**

(Richardson)



58%

of **deals** end in **no decision**

(SBI)



74%

of buyers choose the first seller who **adds value**

(Forrester)

See for yourself



Learn how to move beyond a canned sales pitch to an interactive engagement your prospects will value here:

Get Started Now
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