Solution Guide for the Social Enterprise
SALES & MARKETING

Real-world ideas for transforming your business through the use of enterprise social networking

© 2013 VMware, Inc. • Web: socialcast.com • Twitter: @socialcast
Solutions for Sales & Marketing

The way people learn about, compare and buy products has been forever changed by the Internet.

Much of the purchase decision has already been made before speaking to a sales rep\(^1\). So when that first conversation takes place, you want your sales teams to be as prepared as possible. You also need your marketing teams to deliver the right message and content to the right audience at the right time. Transforming sales and marketing processes to meet these new realities requires a much deeper level of cross-company alignment.

By reducing dependence on email and making it easier to collaborate, enterprise social networking can maximize your sales and marketing effectiveness. In this guide, we’ll provide you with a few examples of how companies are using Socialcast to gain deeper insight into prospective customers, involve the right experts, and close deals faster.

### At a Glance

Socialcast can help sales and marketing teams become more effective by:

- Creating cross-company visibility into key account activities and strategies
- Better account intelligence and instant access to expertise
- Improving collaboration between sales and marketing for better campaign results

Socialcast organizes information and resources in one place, transforming sales and marketing processes through shared insight, deeper account intelligence, and best practices.

### Case Study Showcase

- [ARCHANT](#)
- [FACTSET](#)
- [GM](#)

Sell Smarter

Keeping customers happy and loyal requires a cross-company team—sales, customer support, marketing, operations and engineering—to work together. All participants need access to the latest information to best serve the account, answer questions, or resolve issues quickly.

CRM systems provide limited visibility to customers outside of the sales organization, and email is not an ideal tool for discussing account activities.

Socialcast makes it easier for cross-departmental teams to stay up to date on customer situations. All activity surrounding a customer can be filtered for relevance, providing important context for proposing new solutions or solving issues. New sales reps can quickly tap into the collective knowledge of the company, and get up to speed on business and competitive trends, product information, and selling strategies.

Create customer-specific groups to share knowledge and to quickly resolve issues
Alert sales reps to new selling tools and best practices
Develop a knowledge base that can be used to bring new sales reps up to speed quickly
Embed real-time conversations into CRM applications to create cross-team visibility that can solve account-related issues faster
Engage subject matter experts when developing winning sales presentations
Close Deals Faster

During the selling process, many questions can arise that need to be answered by different parts of the organization—manufacturing, marketing, pricing, legal.

Pulling together a winning sales pitch using email and meetings can be time-consuming and inefficient, creating a loss of momentum and a longer sales cycle.

Updates to a prospect’s opportunity record in the CRM system can be automatically posted to the Socialcast community by using Socialcast Reach. Now anyone in the organization involved with that prospect knows what is happening. There is no need to log into different systems or use back-and-forth emails to work through sales pipeline issues. All the key stakeholders have the right context to respond promptly and close deals faster.

Integrate CRM systems directly into the enterprise social network
Reduce the need for producing and distributing status reports via email
Increase cross-company visibility into account situations that includes those who do not have access to the CRM system
Create opportunity-specific groups for collaborating on new sales wins
Stay Agile

Sales teams can spend an inordinate amount of time learning about industry trends, competitors’ tactics, and keeping up on product knowledge. Much of this energy is wasted trying to identify the right resources, the right experts, and sifting through mountains of materials.

Posting sales tools to an intranet is not enough. Without immediate access to the right resources and expertise, sales reps lose the upper hand in responding to competitive sales situations.

Socialcast gives sales reps the ability to tap into real-time intelligence. Unlike one-to-many forms of information distribution such as email or intranets, Socialcast creates an agile environment where recommended, actively discussed content provides a natural filter for the information that is most likely to have the biggest impact in competitive sales situations.

QUICK TIPS
- Use #tags to organize sales knowledge by relevant categories, including company name, industry, product(s), or competitor(s)
- Mine internal sources for competitive information
- Share market research, analyst reports, and selling guides
- Disseminate competitive alerts quickly
- Post key strategic wins and share tactical insights with colleagues
Stick Together

It is an unfortunate reality that in many organizations, marketing goes one way and sales goes another. Marketing publishes a new sales guide, but few people read it or remember how to find it. Or sales methodologies are not always communicated to marketers, so campaign messages can miss the mark.

Monthly training webinars or sales enablement portals are inefficient ways to create needed alignment between sales teams and marketing departments.

Socialcast enables sales and marketing teams to collaborate in real time. Marketing teams can alert sales reps to new campaigns and tools, and receive immediate feedback. Sales reps can share with marketing teams what competitors are doing in their accounts, and marketing can provide competitive intelligence and “silver bullets.” The payoff? Everyone working toward shared goals and measurable business results.

QUICK TIPS

- Create a group for real-time discussions and problem-solving across sales and marketing
- Recognize efforts by sales reps or marketing managers by sending Thanks
- Share marketing programs and campaigns with the sales force, and receive immediate feedback
- Prioritize marketing materials through online polling with the sales organization
For Archant, the UK’s largest independently owned media business, deploying Socialcast was a vital step in taking a traditional publishing house into the Digital Age. The ability to share key wins and updates company-wide has spurred healthy competition across Archant’s sales teams.

Socialcast increases connectedness—teams can now solve problems and develop strategies faster, resulting in better product launches, new deals, new types of advertising, and more.

“Sharing profits, strategies, and successes publicly through Connect has ultimately generated more revenue for Archant. When one sales group posts wins, other sales teams respond with their numbers, each trying to exceed results of other teams.”

Chris Thompson
Head of Development, Archant

RESULTS:
- Improved teamwork results in better decisions
- Breaking news about key sales wins boosts morale and creates healthy competition
- By posting questions, employees receive answers faster than searching
- A flatter organization democratizes knowledge
FactSet is a rapidly growing provider of information and analytics for the financial services industry. They needed a way to bring sales teams up to speed quickly to maintain high standards of service.

Socialcast has now become the place where FactSet employees share knowledge that had previously been distributed via email or scattered on wiki and intranet pages. Groups have been created for key accounts, enabling sales and consulting teams to share updates, solve problems, discuss solutions, and keep everyone—even executives—up to date on account activities.

“Socialcast creates a hub of corporate and cultural knowledge that makes FactSet a smarter company.”

Meredith Binder
Head of Global Marketing, FactSet

RESULTS:
• 25% increase in intra-department and intra-office collaboration
• Posting “top three” most interesting conversations each Monday helps track what’s important
• Socialcast groups enable account teams to share breaking news on customer situations
• FactSet executives use Socialcast to track business critical information in real time
More than 31,000 General Motors employees reach out to colleagues around the world on their Socialcast community dubbed OverDrive.

One such post resulted in a highly effective viral marketing campaign. A GM employee in a restaurant drive-through lane noticed a brand new Chevy in line behind him, and decided to pay for the meal and include the message, “Thanks for buying GM!” After posting about the experience in OverDrive, employees were inspired to do the same. Soon many others were sharing their own “GM Moments.” Enterprise social communities can have powerful and sometimes unexpected results, and in this case effectively turned many employees into extensions of the GM sales and marketing organization.

“GM people around the world are using OverDrive to brainstorm, gather feedback, and find facts and answers from colleagues in other functions.”

Tony Schonek
Global Program Manager, GM Information Technology

RESULTS:
• On average, more than 1,000 employees join OverDrive each week
• 27,000 employees join each year
• Town Hall allows managers to engage with employees around strategy and direction
• More than 10,000 GM employees have shifted their conversations to OverDrive
• Online collaboration helps employees communicate more efficiently and faster than through email, phone, and meetings
Start transforming your business into a social business today.

Start a conversation with your colleagues and executive team. Consider how enterprise social networking can create new levels of alignment between your sales and marketing teams. Then set your course for the future.

Socialcast is helping thousands of companies on the journey to the social enterprise. Let us know how we can help you succeed.

www.socialcast.com