



Stop wasting money on sales content

According to Forrester Research¹, a company with \$1 billion or more in annual sales revenue can waste around \$1 million a year creating content that never sees the light of day, because sellers won't use it. 62% of business buyers report that vendors give them too much content, and most say what they get is useless.

Even if you're not a \$1B company, you get the idea — creating content that never gets used or is ineffective is a waste of money. Read on for 10 principles you can use to enable your sales team with good content to close more business.

¹ The Forrester Wave™: Sales Enablement Automation Platforms (Sept. 2018)

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1. Is there a demand?

Are you creating brochures just because it's what you've always done? Marketing can easily get caught up in "consistency spend." For example: you like the idea of having vertical market tuned materials, but you have identified 22 vertical markets. Does every market get the same investment? Before turning the marketing machine on high, ask yourself if there is real demand from the targeted buyers. Tailored messaging can be powerful, so look for digital delivery options to meet buyer demand.

2. Did anyone in Marketing ask Sales?

If the basis for sales content is only a Marketing survey and/or someone's gut feel, you better validate it with real perspective from Sales. Think of the sales channel as your first customer. You have to know what Sales needs/wants and give it to them so they can give it to the second customer (the real one). When salespeople become "part owners," they are more likely to use the content.

3. Is anyone keeping Sales honest?

Marketing can be a convenient punching bag for Sales when they are not hitting their numbers. If Marketing comes in hot with a bold change, Sales can say it's not working... but did they really run the play? How can you find out? Wouldn't it be great to know who is using what? Content usage metrics give Marketing the visibility to know what Sales is using or not using.



4. Less is more

Everyone is overloaded. Information with less friction and overhead stands out. Remember, you don't have to write everything. Leave something for your sales team to personalize for the customer. Ask yourself: Can the recipient look at the pictures, read the headlines, and "get it?" We are wired to quickly grasp information in picture or video form. Slogging through unnecessary details is hard work. Make it easy on your customers.

5. Does your content align to buyer needs?

You have to decide who are you selling to, be able to connect your product or service value to the needs of the buyer, and use language buyers understand and find relatable. Don't use the jargon or shop talk you use with your colleagues, because your customer could be embarrassed if they don't get it. You don't have to teach them your acronyms. Clear language will work just fine.

6. What stages of the buyer journey does your content support?

Are you looking to pique interest, nurture a buyer, prove your value claims, or facilitate closing? A single marketing asset probably can't cover all buyer stages adequately, which means you'll need stage-specific content. Doing everything as a one-off could get expensive. The good news is that there are more cost-effective ways to generate and adapt digital content. An important step is to plan the content you'll need to support the buyer journey all at once. This leaves room for adaptation and re-use to keep costs in check.



7. Product information vs. marketing “story”

It's helpful to distinguish core product information like data sheets and specs from the marketing story. Sometimes a product, service, or solution needs “a face,” and a data sheet or solution brief can provide that. Core materials are fact-driven and are different than your value story. What appeals to your customer may be the bare facts or the story or both. Customers are tuned to what clinches the deal for them. When fact-centric content has too much story pumped into it, it can result in content that falls short on both fronts.

8. Selling content vs. independently consumed content

Ever seen a salesperson try and take a customer through content that was intended to be read independently? It's painful, and they likely won't use the content again. The reverse is true, too. If you post a presentation that assumes a conversation facilitated by a skilled salesperson, it will fall flat and the prospect will click out. Content and formatting should align to whether it's sales-led or buyer independent. Make sure you know who the buyers are and their interest areas, so you can speak to these when buyers are independently looking for answers.



9. No “care & feeding,” no shelf-life

Ongoing content maintenance and a decent feedback loop can extend the life of your content investment by months or even years. When boxes of old printed brochures are out of date, they get thrown out. Similarly, if digital formats are not maintained, they reach a tipping point where too many things are out of phase and Sales stops using the materials. It's even worse if customers are misled by outdated information. An “evergreen” approach requires a process and investment in “care & feeding,” but Sales will appreciate knowing they always have the latest.

We hope this guide has helped you to identify ways to get better value from your investment in sales content. If you're interested in a simple way to push that better content out to your sales channel, keep reading.



10. Metrics and voice of the field

User metrics can provide essential insights so Marketing and Sales aren't guessing with their investment of time and budget. Marketing can know what content Sales is actually using. Sales can know what content is working to engage customers and move conversations toward the close, so other reps can replicate the success. When both Marketing and Sales have the right data to build confidence and do more of what's working, the whole team wins.



Lee Mayfield, Founder

Why we created Flipdeck

We would hear over and over that Sales had trouble finding and using the content Marketing was creating. The trend in existing software was to offer so much capability that it became hard to use. We wanted to go in another, simpler direction — so we started looking for a relatable analogy and a simple visual interface.

Our analogy was trading cards. Whether collectors' items or games, trading cards have a visually consistent structure that makes it easy to quickly find a card at-a-glance. By adding links to the cards, we could create a simple, user-friendly way to direct a recipient to the right content — no matter where it's posted. Since everyone understands that cards can be organized to form decks, we had our relatable analogy — and the inspiration for Flipdeck was born.



About Flipdeck

Get more out of your sales teams, channels, & marketing efforts

Flipdeck is built for sales content. Our simple cards & decks approach helps ensure that your sales team can quickly find and deliver the right content to your buyers at the right time. How is that different than what you are doing already?

With Flipdeck:

- ✓ Your sellers don't waste time searching for or modifying what Marketing sent them
- ✓ Your customers get the information they need in real time, lessening the chance of sales stalling out
- ✓ You'll know which marketing content is working and which is not
- ✓ You won't waste money generating content that isn't working
- ✓ Your sellers have the content they need in hand to move buyers to the close
- ✓ Your product marketing team is free to do what they do best, instead of responding to content questions

Learn more at www.Flipdeck.com

Find out about our [FREE Trial](#)
and low risk [Pilot Program](#)

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