



Challenge:

- Lack of a way to share data between sales and other stakeholders in the deal process creates a delay in response to customers
- Absence of a social layer in CRM dashboards for communication of customer issues or requests locks data in an information silo
- Misalignment of geographic regions and departments within the organization impedes business workflows
- Multiple documents with different versions hinders sales growth
- Untimely or inefficient communication for customer needs causes renegotiations of deal contracts

Solution:

- Build stronger relationships to grow profitability per customer
- Improve response time across multinational sales teams and increases engagement in all areas of the organization to drive forward deals
- Drive tight integration with a CRM system ensuring stakeholders have the latest intelligence when and wherever its needed
- Create a comprehensive database of competitive insights allowing for fast decision making to get more deals done
- Track team member goals, milestones, and progress with social analytics and work diaries for added accountability
- Boost ability to manage and oversee client quotes using file sharing and version control

Using Clearvale helps the entire sales organization stay connected and improves its ability to manage current and future deals in a single collaborative platform. With increasing pressures to close more deals that impact the company bottom line, sales teams need the right tools to make more informed business decisions.

Clearvale's platform of engagement connects all deal stakeholders across departments including sales, marketing, engineering, legal, and support with the customer intelligence that is typically hidden in a customer relationship management (CRM) solution. Adding a social layer that integrates with the CRM system of record empowers companies to break down organizational silos. An integrated platform enables cross-department collaboration through an exchange of data, charts, and reports which allows users to search and interact seamlessly with a CRM instance. This represents a cost effective way for organizations to present and share information stored in a CRM tool with users who may not have a full license or are currently using a limited use license.

By leveraging Clearvale, managers can keep track of the team's activities in real time and ensure sales documents have a single source of truth, due to version control capabilities. Clearvale allows team members to collaborate and engage with partners, customers, and prospects in a secure, social environment. In addition, sales reps can use Clearvale to stay up-to-date with marketing efforts and product updates as well as communicate competitive insights with the larger team. This improves workflow and provides better insight into accounts for faster response to any customer issues and instant access to subject matter experts across the entire organization.

Creating a sales deal room is easy. Clearvale is cloud-based software-as-a-service, which means that it requires no installation or ongoing maintenance so sales teams can have a deal room up and running within minutes. Users can choose from a wide range of social content types (e.g. blogs, wikis, forums, status updates, file sharing) to share their information, follow communities and network members, and to comment on contributions from others. All the activity a member has chosen to see is aggregated into a single activity stream that can be accessed through a variety of mobile devices. This ensures maximum productivity and efficiency anytime, anywhere regardless of time zone or physical location.

