mindtickle

A Buyer's Guide to Sales Content Management

How will this guide help you?

Making high-impact sales content is just the first step toward true content enablement. Can your salespeople find the content they need when they need it? Is it the right content? Is it available anywhere and anytime? Does your sales team know how to use it to close deals? Modern sales organizations rely on content management solutions to align their approach around developing rep skills and boosting in-the-field results.

You'll find out how to:

1   Identify the content management capabilities your sales team needs

2   Prioritize organizational stakeholders' needs in assessing software

3   Evaluate and compare different solutions to make intelligent buying decisions

mindtickle | Be Ready

Identify the content management capabilities your sales team needs

How can the right sales content management solution help you close more deals?

To maximize content's ROI, choose a content management solution that best positions your sales team to accomplish revenue goals. Some solutions provide more functionality around creating content, while others prioritize governance and deployment. You should weigh your organization's particular content creation needs, but keep in mind that **90% of all sales collateral never gets used**.

32%

of salespeople know how to use it effectively

61%

of sales leaders feel that content is critical in the sales process

mindtickle | Be Ready
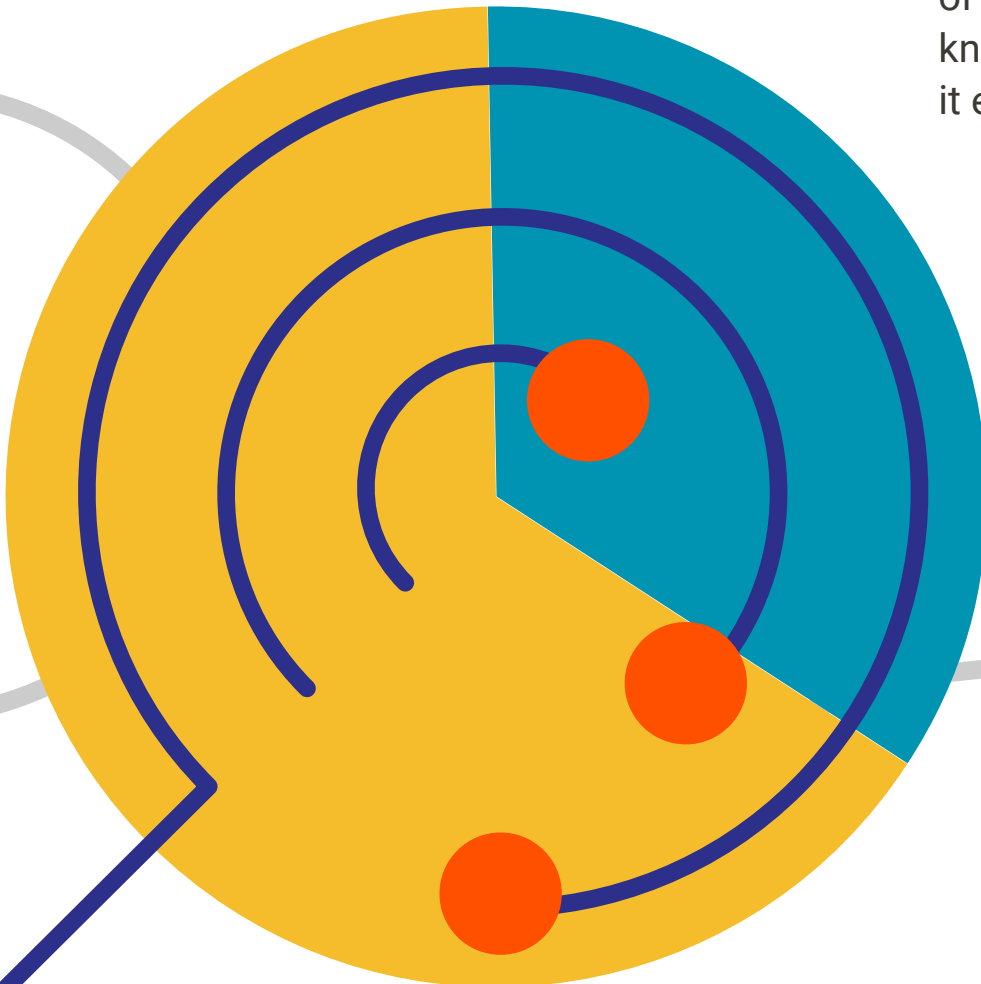
Prioritize organizational stakeholders' needs in assessing software

Key sales content management capabilities:

- **Easy, reliable access.** Your content should be available on desktop and mobile, both online and offline. Your reps want to go to one place for all sales content, whatever the file type and use case. They want to find content easily via intuitive organizational structure and global smart search.

- **Just-in-time training and content.** Sales-focused content management solutions enable reps around the challenges they face right now. Make sure you can create and distribute targeted rapid-response and just-in-time training – and, especially, have the ability to reuse content from across other disciplines, like formal training and conversation intelligence.

- **Governance & version control.** Some solutions use a centralized data layer where all content is authoritatively stored. This enables a one-to-many relationship between a file and its uses, while maintaining version control and globally applied updates.

- **Contextualized delivery.** Just because reps can find content doesn't mean they know how to use it. Pay attention to attaching context to assets, including use-case explanations, attribute tags and filters, and links to training videos, role-plays, etc.

- **Sharing and tracking use.** Does the solution integrate with your CRM and communication channels so you can find and share content and track engagement? Does it provide you with analytics, not just on content performance but on your reps' content skills?

- **Content development.** Some sales content management systems include content creation tools. These offerings are less robust than stand-alone creative suites, but for creatively strapped organizations, they can improve both quantity and quality of output.

- **Insights & analytics.** What analytics does a solution deliver? How can you use them to improve your sales performance? Many solutions assign a rather simplistic ROI stat to individual assets, independent of how they're used. Others go further to provide key insight into rep skills and behaviors related to content usage.

- **Integrations with sales enablement solutions.** Make sure a solution allows you to leverage sales content in your onboarding, training, and coaching systems without sacrificing governance.

- **Integrations with other sales content management solutions.** You won't always find a sales content management solution that meets all your needs perfectly. Sometimes, combining solutions that play well together will get you closer than any solution on its own.

Evaluate and compare different solutions to make intelligent buying decisions

Pitfalls to avoid:

- **Flexibility without governance.** Some solutions are wide open, pulling content from a variety of external sources. This does have some benefits, but it almost always comes with a significant hit to your ability to maintain governance and version control.

- **Outsized focus on marketing's needs.** Solutions focusing too heavily on satisfying marketing's content creation wishlist run the risk of increasing output while ROI dwindles. Focus on making content that will be used and used effectively. When is content being used and why? How much does your training content move the needle on key rep skills?

- **Tech overwhelm.** Try to keep a slim tech stack. Look for a solution that combines content management with other key sales tools or leverages integrations behind the scenes. Either way, you'll spend less of your returns on training and support costs.

Vendor evaluation checklist

Evaluation criteria	Exists today	Roadmap
Content Governance		
Houses cross-platform content in a centralized data layer		
Uses content across workflows (store once, use anywhere)		
Provides version control and content expiry (ensuring only up-to-date content is available)		
Governs access to all approved content (marketing, training, conversation intelligence, etc.)		

mindtickle | Be Ready

A Buyer's Guide to Sales Content Management

Evaluation criteria	Exists today	Roadmap
Core Functionality		
Supports the devices reps use in the field		
Supports a wide scope of training, tools, and content		
Maps to your specific needs with a flexible structure		
Guides reps to the right content with smart search		
Attaches helpful context to content		
Shares content externally and tracks engagement		
Provides analytics on content performance		
Provides analytics on reps' skills and behaviors		
Key Integrations		
Makes content available within your CRM		
Syncs content use and engagement to sales records		
Provides a content library within your email client		
Distributes snippets and insights from conversation intelligence		
Governs content within other tools in your stack		

mindtickle | Be Ready

A Buyer's Guide to Sales Content Management

Evaluation criteria	Exists today	Roadmap
Key Integrations		
Makes content available within your CRM		
Syncs content use and engagement to sales records		
Provides a content library within your email client		
Distributes snippets and insights from conversation intelligence		
Governs content within other tools in your stack		
Expanded Functionality		
Enables just-in-time training and content delivery		
Supports democratic content creation and distribution		
Recommends content based on CRM data		
Automates content sharing steps		

mindtickle | Be Ready

Why Mindtickle for sales content management?

Mindtickle has crafted the world's first comprehensive sales readiness platform that includes solutions for not just sales content management, but also knowledge building, sales enablement and training, conversation intelligence, sales coaching, and analytics. Because the entire platform is built on Mindtickle's centralized data layer, you can leverage authoritative, version-controlled content throughout your entire sales readiness ecosystem.

Unlike other vendors, Mindtickle is uniquely focused on the needs of revenue leaders and reps in the field. That's why we developed Asset Hub, a smart content curation solution that enables you to provide contextualized, just-in-time training, enablement, and marketing content to reps right when they need it. Organize content in intuitive "hubs" that are designed around your ways of doing business, so that the perfect content for the moment is never more than a few clicks or a smart search away.

The Mindtickle content advantage

- Secure all content and maintain version control in one centralized data layer

- Curate content for practical, in-the-field use with **Asset Hub**

- Cross-functionally leverage content across the **Mindtickle Sales Readiness Platform**

- Distribute snippets and democratize insights from **Call.AI**, Mindtickle's AI-powered conversation intelligence software

" Asset Hub helps our sales teams find the right content quickly, improving productivity and reducing opportunity costs. And the fact that it's integrated into the same platform with Mindtickle's knowledge-building and conversation intelligence solutions makes it an even bigger win for us!"

Jennifer O'Neill
Director of Employee and Partner Enablement, Eightfold.ai

eightfold.ai

mindtickle | Be Ready