

Mobile Content Sharing, Management & Presentation Solution



Leverage your marketing collateral and support your sales objectives using this exciting collaborative content module. Get the right materials in front of the right customers every time.



Arm your sales force with the most relevant marketing collateral and content to improve close ratios and trade education and boost bottom line sales. The content sharing, management and presenting solution is a mobile, searchable, centralized document repository within the GreatVines system for hosting all manner of content formats including PDF documents, slide presentations, spreadsheets and videos.

Marketing & Sales management or admins use this tool to build individual libraries of content by product, account type, portfolio type or any other categorization. The libraries are synced regularly with field sales users' mobile devices to enable offline presentations. Version control functionality provides automated notifications every time a piece of content is modified or updated to ensure field sales assets always have the latest, up-to-date materials at their fingertips.

BOTTOM LINE

Marketing materials are among the most powerful sales tools in a salesperson's arsenal. Don't use them in an ad hoc or improvisational manner. Deliver files to field salespeople within their mobile sales execution/CRM application. Maintain tight control over accessibility, versions and adherence to sales objectives to extract the maximum benefit from your content generation activities.

Tie Content Strategy to Sales Objectives

In addition to GreatVines "Content" tab which houses all files on the user's' device, files can be linked to to predetermined sales Objectives within GreatVines Trade Marketing and Sales Execution modules. Direct salespeople to call on accounts with the latest, greatest versions of files specific to their accounts and objectives such as:

- Sell sheets
- Cocktail recipes
- Training material
- Brand presentations
- POS and display images and more

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Integration with Chatter App

Sales users can snap photos from the field and upload them to the Chatter collaboration cloud. All content shared via the Chatter stream can be automatically added to the appropriate content library, ensuring all sales team members have the same materials instantly at their disposal.

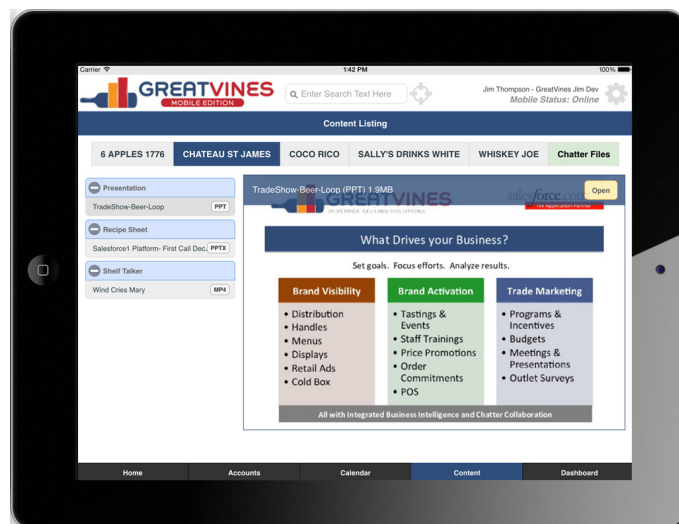
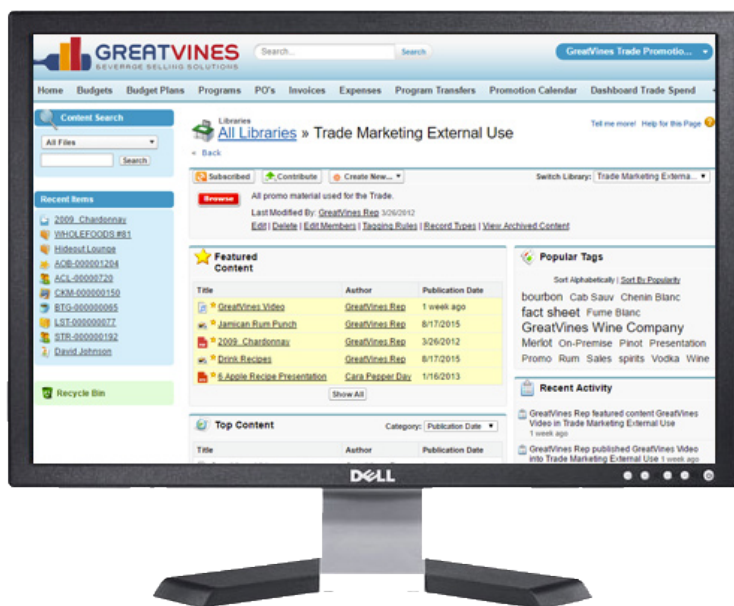


Sharing

The GreatVines Content Sharing and Management solution integrates with third party document sharing tools like Dropbox and Box services.

Permissions and Accessibility

This highly collaborative module can be configured in countless ways. Build individual libraries or content collections and assign them to any users or user groups. Link content to specific Objectives field sales teams are working on. The system allows for different levels of administrative permissions from "User" through "Author" to "Editor", all configured to the customer's specific business rules and requirements.



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