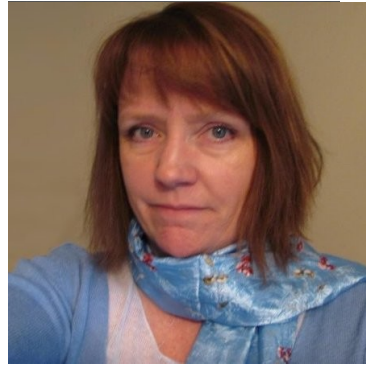


Audience-Driven Enablement Strategies: How Top Brands Are Building Strategies That Address All Stages Of Buyer Engagement

Allow Us To Introduce Ourselves...



John Mueling
VP, Client Strategy,
Digital Pi



Christine Elliott
Global Leader,
Content Strategy &
Operations,
JLL



Ellie Mirman
CMO,
Crayon



Carla Fitzgerald
CMO,
Spireon

JLL: Enablement At A Glance

Sales enablement scope

It's not just about the content or the technology



A strategic, cross-functional discipline designed to increase predictable sales results and productivity

Sales readiness

Ensure all customer facing staff are skilled in our services, tools, technology, methods and processes

Sales asset management

Disseminate, measure and manage sales research and content

Communication, collaboration & coaching

Develop and deliver sales communications and trainings

Solution & proposal management

Partner with sales to co-create and produce the solution offering

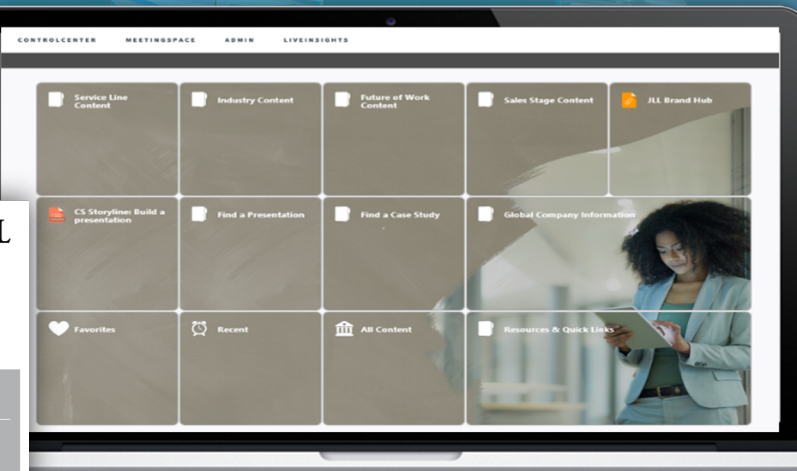
Sales Technology

Analytics

Functional structure

Sales strategy

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Crayon: Enablement At A Glance

UPSERVE + CRAYON

Upserve Increases Win Rate by 54% with Crayon Competitive Intelligence

Upserve, the restaurant POS and management software company, helps restaurants run, manage, and grow their business by boosting profits and improving loyalty. The POS and restaurant management software industry is hyper-competitive because the market demand is so high, and new services are popping up nearly every month. The Upserve team needed a solution to stay one step ahead of market innovation. Their Senior Manager of Product Marketing, Jake Godgar, implemented Crayon to automate his manual competitive intelligence efforts and get a closer view into their competitive landscape.

The product marketing team at Upserve is lean, and supports a rapidly growing organization. They are responsible for everything from competitive intelligence, website analysis, buyer persona development, pricing, and packaging a bit of work for a small team. In the early stages, Upserve had minimal intel about their competitors. They relied on the team's restaurant DNA to give them a competitive edge, focusing on creating a product for and speaking the language of their target customers. But for market and brand competitors were required fast and Upserve needed a competitive intelligence solution to ensure they were best.

Upserve was doing competitive intelligence manually. All an automated solution was ideal for the Upserve team. "I needed," Jake said, "I can have it on the things that all the business." Once they saw Crayon's software-driven competitive intelligence and long-term value.

Saving the Upserve Team Money

The information captured by Crayon saved an immense amount of time and money. The simple act of moving from a manual process to an automated one on their own and instead allows them to focus on their core business. For example, a major competitor announced they looked for customers. This unexpected move was picked up by Crayon's sales enablement plan. They ultimately found that this was a competitive analysis, messaging, and sales enablement announcement. Had this event not been picked up by Crayon, the team would have been blindsided.



CUSTOMER TESTIMONIALS

"By staying on top of the competitors, we've been able to arm our sales team with actionable insights that they can act on immediately. As a result of Crayon, our win rate against our top five biggest competitors has improved by 54%."



Jake Godgar, Senior Manager of Product Marketing



[READ THE CASE STUDY](#)



The Power of COMPETITIVE INTELLIGENCE

96% agree that competitive intelligence is critical to the success of their organization (Source: 2018 State of CI Report). Competitive intelligence has the power to drive significant revenue and growth by supporting every area of the business, from sales to marketing to product and more. Leveraging competitive intelligence to maximize these benefits requires strategic and regular capturing of competitive movements, analyzing and extracting insights, and ultimately enabling your team to drive better decisions, programs, and strategies. When successfully executed, competitive intelligence has the power to drive impact in every corner of the business.



Increase Sales Win Rates

Leverage competitive sales enablement resources to win more deals and increase market share and revenue. [How we increased sales win rates by 54%](#)



Build & Launch Winning Products

Get deep insight into competitor's solutions and product roadmaps to build and launch the best products. [How we adjusted our product roadmap to win market share](#)



Reduce Inefficiencies & Save Expenses

Centralize and automate competitive research to reduce inefficiencies, identify trends, and focus on actionable outcomes from CI efforts. [How we saved \\$25,000/year & 32 hours/month](#)



Improve Marketing Performance

Inspire new campaigns and differentiate marketing efforts against the competition. [How we drove six marketing campaigns in one week as a result of CI](#)

Results Achieved from Competitive Intelligence

- ✓ Revenue / Customer Acquisition
- ✓ Sales Win Rate Increases
- ✓ Marketing Campaign Improvements
- ✓ Greater Speed of Sales Development
- ✓ Brand Awareness & Press Mentions
- ✓ Increased Market Share / Share of Voice
- ✓ Internal Understanding of the Market
- ✓ Early Warning of Market Shifts
- ✓ Competitive Differentiation
- ✓ Identification of Risks & Opportunities
- ✓ Informed Product Strategy & Innovation
- ✓ Expense Reduction / Improved Productivity

[www.crayon.co](#)

The screenshot displays the Crayon software interface on a laptop. The top navigation bar includes links for Home, Campaigns, Leads, Contacts, Accounts, Reports, Dashboards, Chatter, Files, Quotes, and a search bar. The main content area shows a detailed view of an 'Opportunity' for 'Hooli'. It includes fields for Opportunity Name, Email, Website, Type, New Business, Employment Status, Account Person, and Lead. A table lists 'Log' entries with columns for Price per Company (Monthly), Price per Additional User (Monthly), and Pricing Type. Below this, there's a section for 'Crayon Battlecards' which is divided into four columns: Strengths, Weaknesses, Opportunities, and Key Takeaways. Each column contains strategic insights and competitive analysis for the 'Hooli' account.

Spireon: Enablement At A Glance

Pre-show Marketing

- Top 150 direct mail (package)
- Call campaign for pre-booked, onsite appointments
- "Sneak Peak" digital marketing (email, social, advertising)
- Virtual press conference (embargo)

At Show

- Booth hospitality (nacho bar)
- Room drop – scratch card
- Print Ad: Inside front cover of show guide
- Onsite Ads: Rotating kiosks in convention halls (5)
- Press Release
- Social media: daily posts

Post-show Follow Up

- HOT leads direct to Sales
- LDR call campaign to booth leads
- Email to show attendee list



SECRET SAUCE

**CALL 949-623-4448 OR VISIT
SPIREON.COM/SECRET-SAUCE
TO LEARN MORE ABOUT KAHU.**

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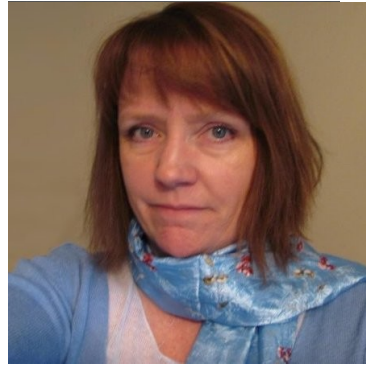
Amount Per Serving	% Daily Value
Lot Management	100%
Instant Inventory Location	100%
Battery Management	100%
Loaner Management	100%
Stolen Vehicle Recovery	100%
After-Hours Alerts	100%
F&I Revenue	100%
Customer Communications	100%
Fixed Ops Growth	100%
Your Brand in App	100%



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Thank You!