



Quest for specialized sales professionals getting tougher?

Shift your focus - Enable your existing sales team to close more deals!

Partner with Advaiya to give your salespeople the content and tools they deserve in order to perform optimally at each stage of the sales cycle.

Advaiya can help your business grow with bespoke sales enablement services. Our versatile and capable team ensures that your sales practices are as effective and agile as the business environment in which they function.

We help you sell better with our offerings

We work with you to create and implement effective strategies, processes, content and tools, enabling your sales teams to engage prospects, leads and customers, and close more sales. Our services include:



Sales strategy support - Build your sales strategy with the help of our market research, positioning and messaging frameworks, content planning, competitive analysis, and GTM planning.



Pre-sales support - Maximize the value of an opportunity by deeply engaging with the customer in pre-sales cycles through business value assessments, workshops, sessions, POCS and demos.



Sales process enablement and automation - Equip your sales team with the right tools, frameworks, best practices, guidance and resources to effectively and quickly pitch your offerings to customers.



Field and channel readiness - Enable your sales team with our readiness programs, which include: field engagement tools, competitive discussion and sales guides, value pitch decks, and self paced training modules with gamification and incentives.



Sales content effectiveness - Personalize sales materials including presentations, data sheets, infographics, brochures and whitepapers with the right mix of content and context.



Sales promotions - Encourage potential customers and accelerate sales through our various forms of sales promotions - events, contests, campaigns, and many more.



Adoption and support - Deepen customer relationships and improve retention with a customized product adoption model which enables consistent sales support.



A scalable, elastic engine that enables and delivers marketing outcomes with a focus on Audience, Technology, Business Context, and Communication Channels.



A package of content offerings that helps you guide and build the right content for the right scenario - product/service launch, sales force readiness, channel enablement etc.

Case Studies

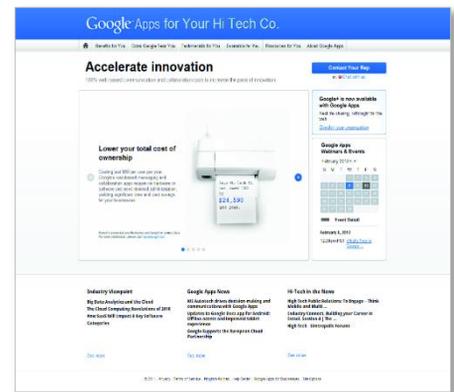
Aditi Technologies

Advaiya provided sales enablement support to Aditi Technologies to help them better execute sales conversations, convert leads and close opportunities faster. We delivered an interactive playbook, datasheets, infographics etc., to help their sales team effectively engage in the digital transformation conversation with their customers. Advaiya also developed a lead generation tool to help them assess their customer's current technology investment and identify relevant gaps that can lead to potential sales opportunities.



Google Locus

Advaiya developed a personalization tool – Locus, for the Google sales team to target prospects, leads and customers in a personalized manner. Advaiya adopted a consulting based approach to identify various challenges in accelerating sales conversions and helped them create a vision, design, and develop Locus. This tool includes different components such as personalized microsite generation engine, CMS, analytics to track a prospect's activities on the microsite, and integration with their CRM.



About Advaiya

Advaiya helps businesses grow and succeed by combining technology and marketing in a systematic and intelligent way. Our team helps businesses in every area of their sales and marketing. From strategy and content to execution and sales support, we create marketing programs that deliver measureable results. We aim to be your best partner, enhancing your ability to grow, build, and compete by leveraging sales and marketing services.

To learn more about how our services and offerings can help you in addressing your needs, write to us at connect@advaiya.com or contact us

Dharmesh Godha

+1 (425) 761-3450 | Dharmesh.Godha@Advaiya.com

John Hooberman

+1 (425) 213-0202 | John.hooberman@Advaiya.com

Select clientele:

