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THE MODERN SALES ENABLEMENT PLATFORM



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Why Highspot is the Innovation Leader

THE MODERN SALES ENABLEMENT PLATFORM

Highspot gives businesses a powerful advantage by enabling sellers to engage more effectively with buyers.

By bringing together content, sales communications, sales plays, sales training, buyer engagement capabilities, plus over 70+ technology integrations, Highspot provides the right guidance and the right content at the right time, every time.



SALES ENABLEMENT REPS LOVE

Highspot is the only platform built from the ground up to wow users. That's why it's the #1 customer and user-rated solution in its space.



Prepare Sellers for Any Conversation

Provide dynamic sales guidance and readiness materials to prepare sellers for any buyer conversation.



Engage Buyers with Effective Content

Find, personalize, and share the most effective content with buyers and track engagement in real time.



Analyze & Optimize Performance

Stay ahead of changing trends with actionable performance and content insights.

LOVED BY:

aetnaSM

Dropbox

Adobe

workday.

DU PONT

amazon

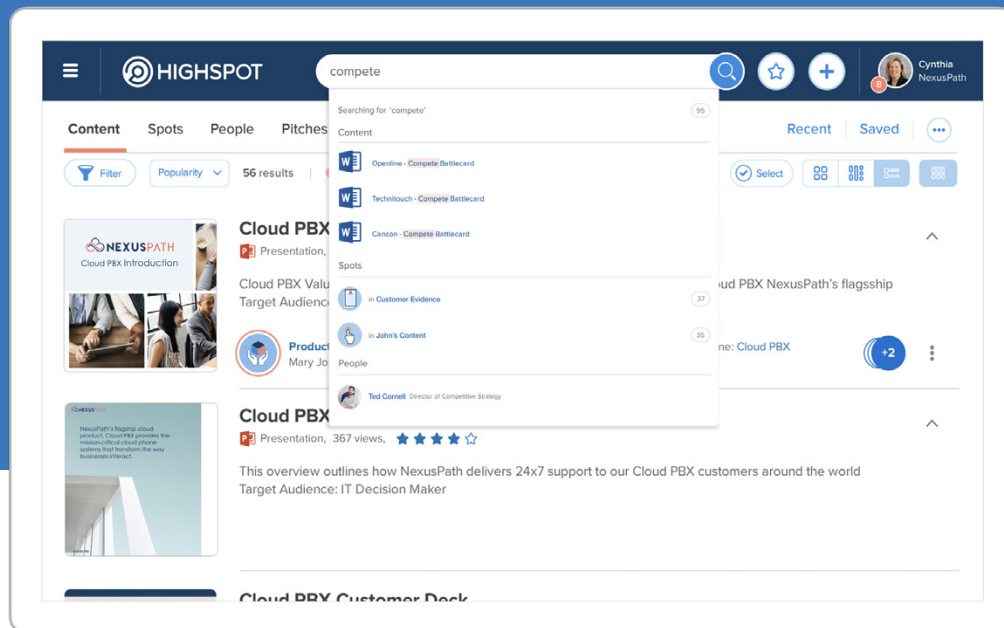


SAP Concur



CONTENT MANAGEMENT

BEST CONTENT FOR EVERY CONVERSATION



PATENTED AI-DRIVEN SEARCH

Sales success starts with being able to quickly and easily find the right content and relevant guidance in one place.

Search Made for Finding

Patented AI and semantic search delivers highly accurate results so sellers spend time selling—not looking.

Intelligent Recommendations

The most effective and top recommended content is automatically identified using AI, or hand-curate your own.

Spots, Not Folders

Sales content is organized in “Spots”—a more intuitive way for sellers to discover and locate the assets they need when they need them.

Content & Guidance Side-by-Side

Sellers are prepared to put their best foot forward with actionable guidance, training, peer feedback, and recommendations alongside every asset.

Track, Quantify & Amplify What's Working

Know how content is performing with Full Circle Analytics, including revenue influenced. Content Genomics® technology ensures you don't lose insights into content that is altered or modified from the original version.

“

Highspot makes it so simple for me to find the content I am looking for without any frustration.

—Cassandra Pazderny

Senior Enterprise Customer Success, InsideView



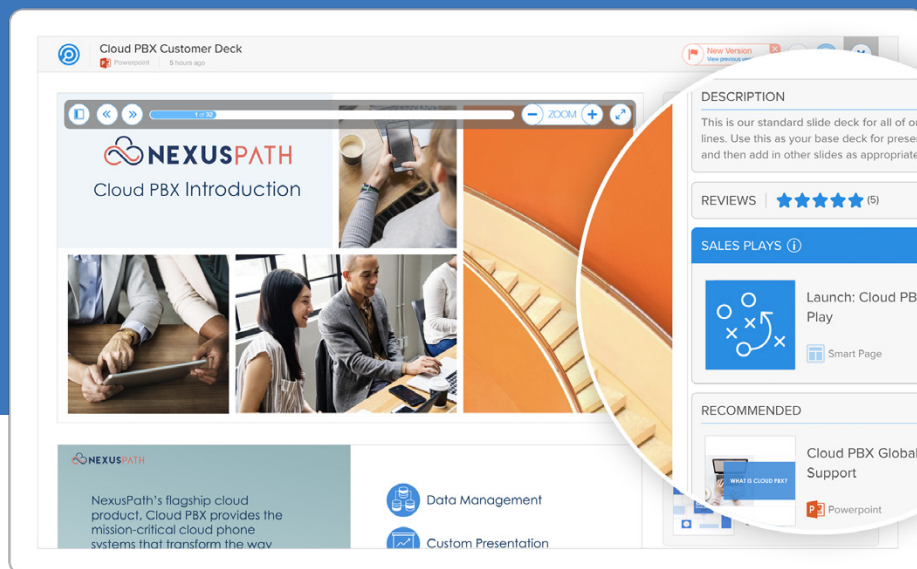
 **InsideView®**

SALES PLAYS

SALES GUIDANCE THAT GETS USED

CONTENT AND GUIDANCE, TOGETHER

Without guidance, content is just content. Give sellers everything they need to confidently deliver their pitches.



“

Highspot helps us break up our playbook into more digestible chunks so our sales reps know what to do to win.

—Alex Jaffe

Director, Sales Enablement Procore



PROCORE®

Dynamic, Interactive Guidance

Bring your sales process to life by giving reps step-by-step guidance so they can deliver with impact.

Content in Context

Provide sellers with the sales assets they need alongside just-in-time guidance and relevant information so they have what they need at the moment of sales action.

Drag, Drop, Done

Build responsive interactive SmartPages™ that eliminate the need for ongoing maintenance with an easy-to-use drag and drop editor.

Measure What's Working

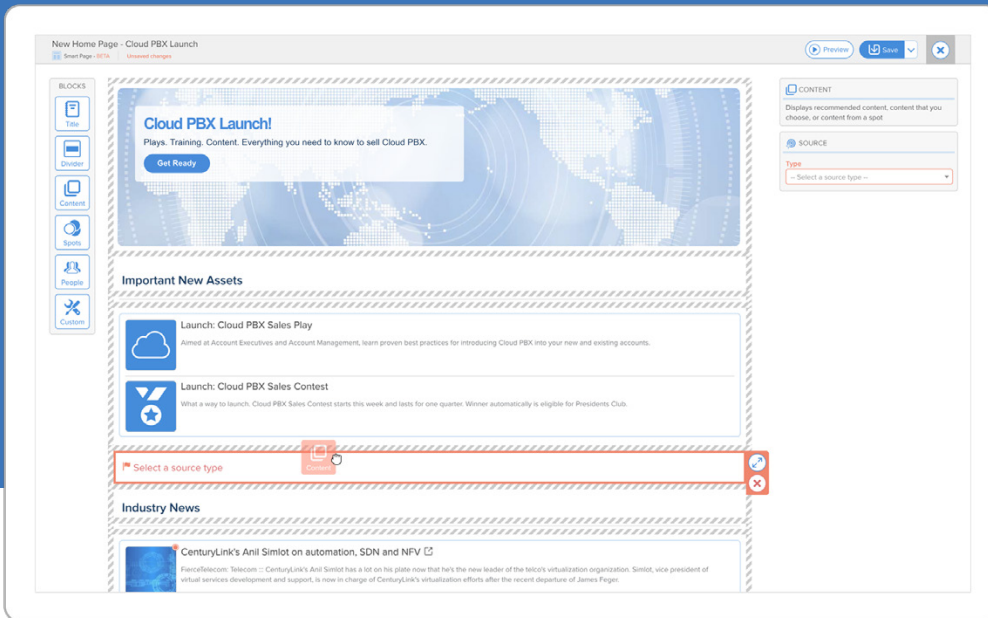
Analyze who is using sales guidance and related content and assess whether it's having the expected results.

The Highspot Marketplace

Pre-built expert sales guidance, methodologies and best practices available to customize and infuse into your Highspot environment.

SALES COMMUNICATION

COMMUNICATION THAT CUTS THROUGH THE NOISE



COMMUNICATION VELOCITY, MANAGED

Keep reps informed, connected, and up to speed with all the right information in all the right places.

SmartPages™, Smart Communication

Create beautiful, easy-to-build, dynamic pages that give every role exactly what they need to know at all times.

Amplify Best Practices

Share assets and information between reps, regions, and managers so best practices are surfaced real time.

Real Time Sales Communication

Automatic notifications ensure reps know what's new, what's changed, and what's uniquely relevant to their selling success.

Role-Based Messages

Reach the right audience with role-based communications that surface on Homepages and Spots - where people will see them.

“

Highspot has eliminated 'tribal knowledge'. As our sales team continues to grow, this ability to scale will be critical to our success.

—Dan Pearl

Director Sales Strategy & Enablement, Infinidat

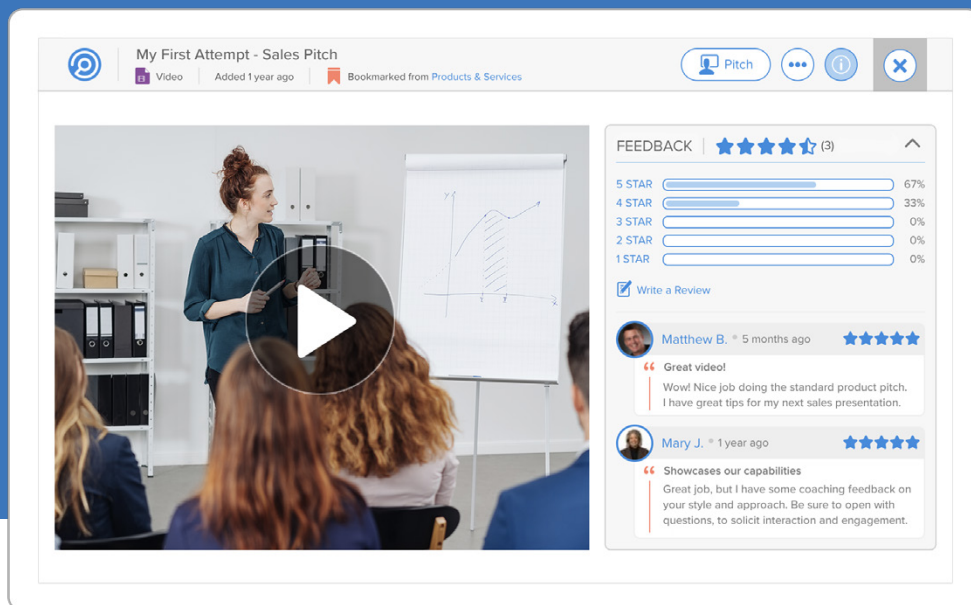


INFINIDAT

TRAINING AT THE POINT OF DELIVERY

PREPARED REPS WIN

Ready your sellers at the point of delivery—when it matters most.



Create Interactive Training & Guidance

Build interactive sales guidance and communication with dynamic SmartPages™ using a drag and drop designer.

Coach Sellers via Video

Observe how sellers deliver the pitch and provide feedback and coaching to refine it with shared best practices.

Integrate with Existing Systems

Bring in training course content and curriculum by linking your existing 3rd-party learning tools directly to Highspot.

“

Investing in Highspot has given us a sales content ‘ecosystem’ that’s easy to use, reflects the way our sellers work, and ultimately impacts our bottom line by helping reps become effective, faster. It’s a must-have for people in my role.

—Irina Hoffmeister

Director, Enablement & Field Training, Percolate



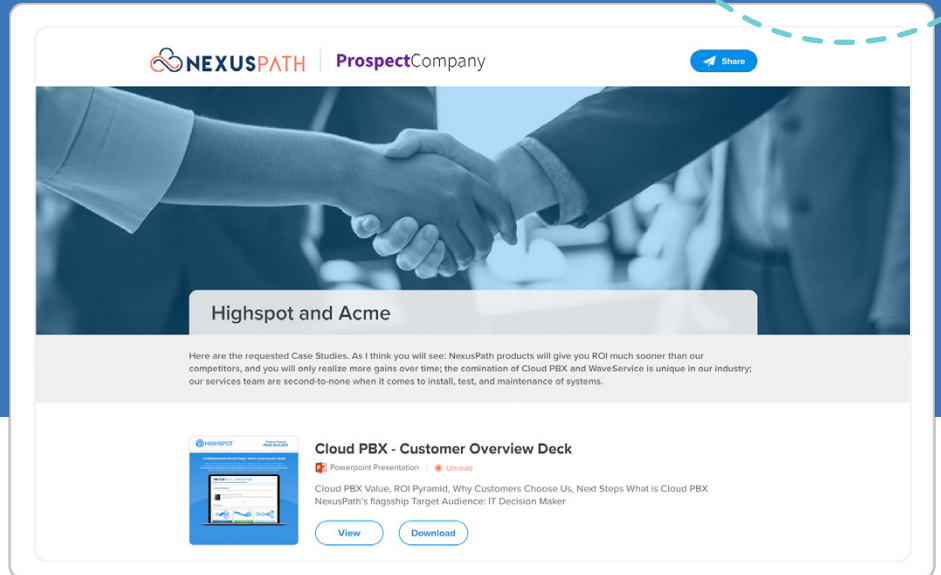
 **Percolate**

BUYER ENGAGEMENT

ENGAGE BUYERS AT THE RIGHT TIME, EVERYWHERE THEY ARE

STAY A STEP AHEAD OF MODERN BUYERS

Today's buyers move fast and expect value-added insight. Are your sellers equipped to keep up?



Reach Prospects Where They Are

Engage buyers via social channels like LinkedIn and Twitter, via e-mail using Outlook or Gmail, or using sales communication tools like Outreach, Salesloft, and more.

Pitch Everywhere

Present to prospects offline or online using native Slide Casting or fully integrated third party conferencing platforms like Zoom, WebEx, join.me, GoToMeeting and many others.

Customization Made Easy

Create custom content for every buyer experience with inline editing using Office 365, G Suite, or iWork, and by Remixing content of different types from multiple sources.

Real-time Engagement Tracking

Get real-time notifications and alerts when a prospect has opened, downloaded, or shared content including how much time was spent on each page or individual slide.

Personalization, Automated

Design the perfect buyer experience with landing pages, email, and social templates that automatically bring together communication, content, and CRM data so every interaction feels personal.

“

I like that I can see if a prospect is showing interest or hadn't even opened my sent pitch.

—Christopher Kiernan
Business Development Specialist, AT&T Cybersecurity



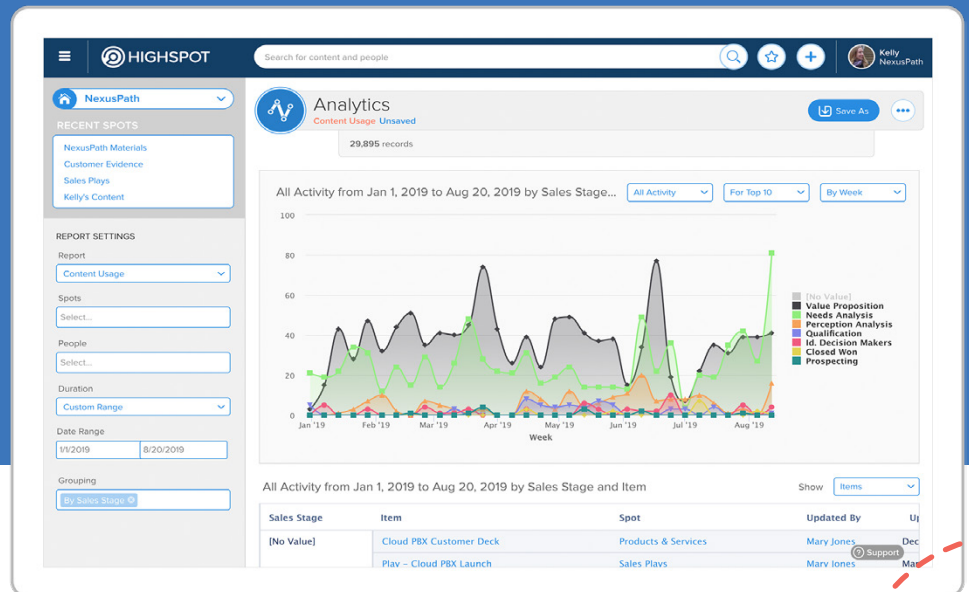
AT&T Cybersecurity

ANALYTICS

INSIGHTS THAT DRIVE ACTION

ANALYTICS THAT MATTER

Understand what's working and what's not through every step of your buyer's journey.



Actionable Analytics

Highspot's native analytics engine allows you to take action on insights including content archiving, scheduling, promoting and more.

Targeted Performance Dashboards

Customize and deliver insights uniquely relevant to each department, team, role or individual.

Integrate with 3rd Party Data Platforms

Industry-leading export capabilities allow you to leverage 3rd Party data warehouse and visualization platforms.

Visibility, Without Gaps

Proprietary Content Genomics™ tracks modified content back to its original source—so usage and engagement analytics aren't lost.

Quantify Sales Impact

Connect content performance with CRM data to understand how content is driving sales velocity, conversion, and quota performance.

“

Highspot is intuitive and allows us to easily analyze content and rep activity so we can continually learn, improve, and accelerate revenue growth.

—Shamis Thomson

Global Sales Enablement Manager, Hootsuite



WHY HIGHSPOT IS THE INNOVATION LEADER



Spots™

While every other solution is built on traditional file and folder structures, Spots change the game with the most flexible and intuitive way to organize and browse content.



SmartPages™

Easy to use drag-and-drop designer and reusable templates let organizations deploy guided selling scenarios and create engaging buyer experiences on any device, across multiple channels.



Patented AI

Unrivaled search, recommendations, and predictive content are powered by the industry's only patented machine-learning technology.



Actionable Analytics

Interactive dashboards provide deep insights and the ability to take actions that support governance, optimize content, and increase sales performance.



SALES ENABLEMENT REPS LOVE

Over 90% adoption and the highest ratings in Salesforce AppExchange & G2 Crowd

HIGHSPOT EVERYWHERE™ TECHNOLOGY INTEGRATIONS

CRM	FILE STORAGE	SALES TRAINING	EMAIL & WORKFLOW	WEB CONFERENCING	PRODUCTIVITY
 available on AppExchange 	 	 	 	 	

RECOGNIZED BY



ventures

FORRESTER®



CROWD

SiriusDecisions ►

Gartner®

A POWERFUL ADVANTAGE

Highspot gives businesses a powerful sales advantage to engage in more relevant buyer conversations and achieve their revenue goals. With 90 percent average monthly recurring usage and global support in 125 countries, Highspot is the most trusted solution for sales enablement.

Learn how Highspot helps businesses modernize their sales and marketing by visiting www.highspot.com

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