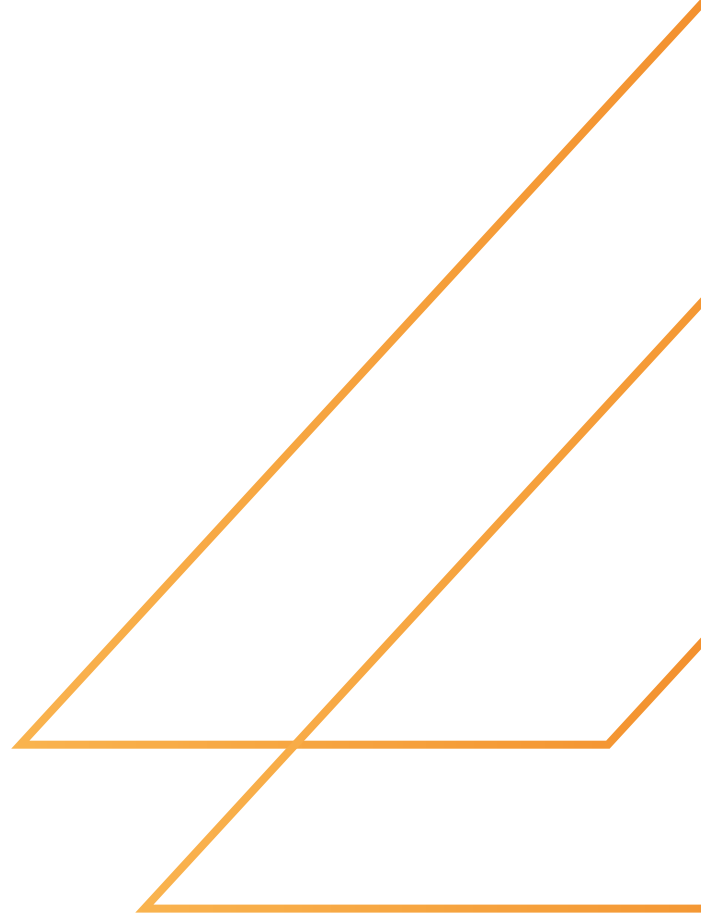


# EVALUATE XM

## IS A SILVER BULLET FOR THE PRE-SALES LEADER

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“Nothing else matters but revenue. And without a technical win, there can be no revenue.”



Finally, you can put an end to the dreaded deal encroachment that pops up at the end of each quarter. With a Proof of Success Platform, companies increase their technical win rate, reduce their POC completion time, and gain Situational Awareness of their end-to-end pre-sales process.

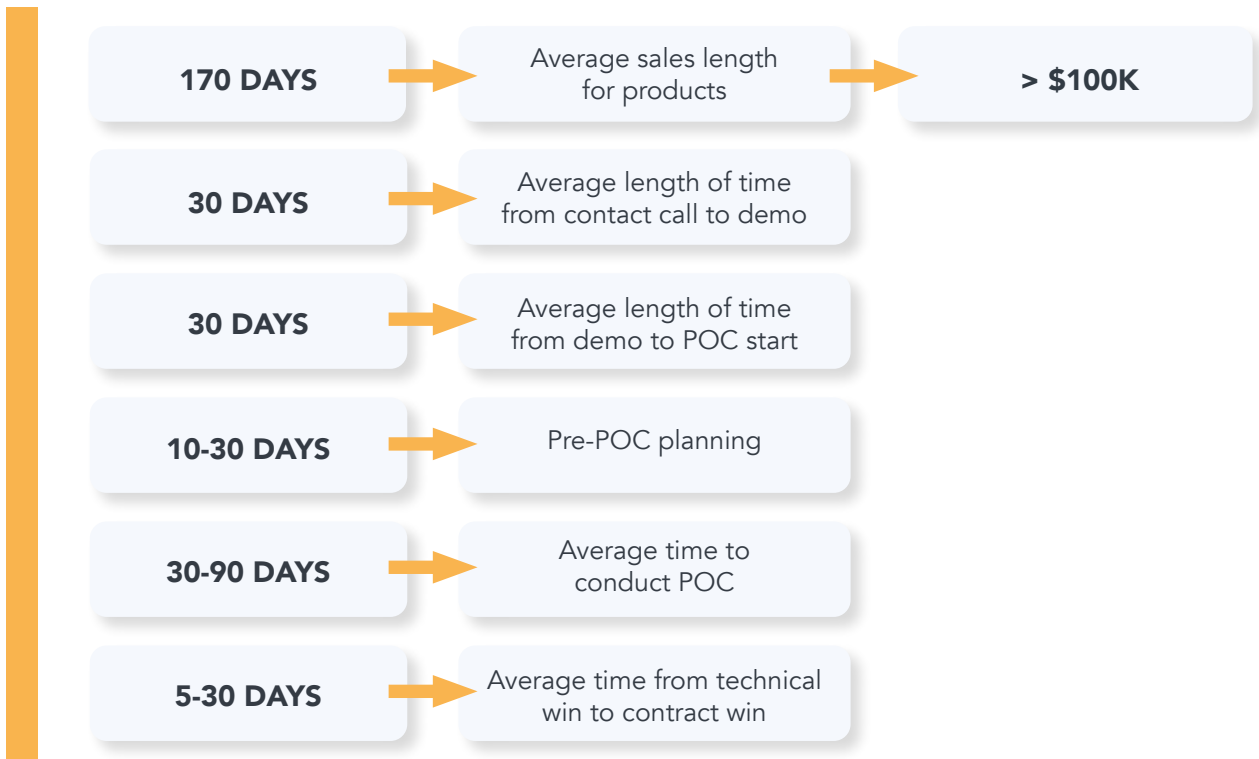
In today's winner takes all marketplace, to compete means leaving behind spreadsheets with manual entries and disconnected systems for a collaborative automation solution that is built expressly for the Pre-Sales function.

The new normal occurs when you implement a set of tools and processes that provide you with an unfair advantage against the market and your competition.

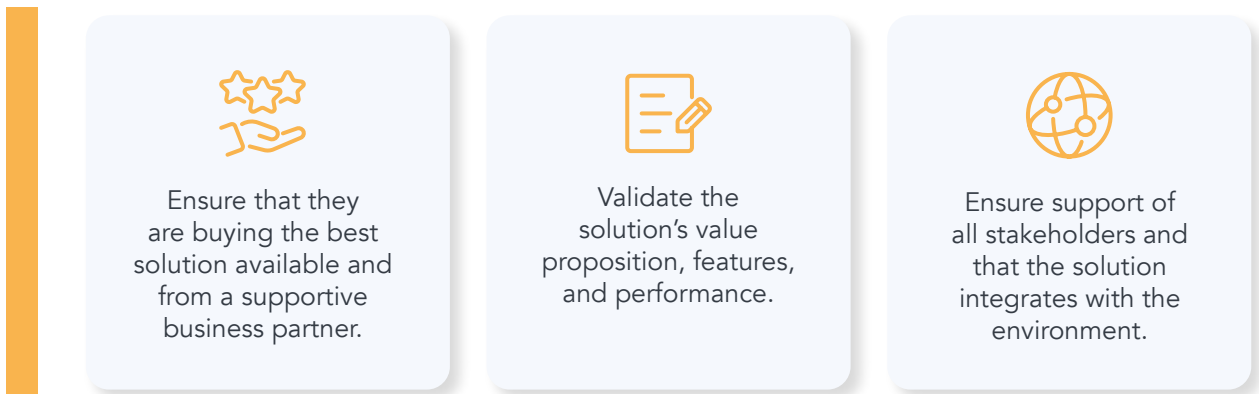
# WHY POCs MATTER

For enterprise sales motions, POCs comprise 80 to 100 percent of a company's new business revenue every quarter. But completing the POC process is not without its own minefield of challenges. Consider the following:





Customers require a POC or evaluation process in order to make a buying decision for a number of reasons:



Evaluations, POC's, or POV's are required to close new business and this means maximizing the effectiveness and efficiency of every POC must be a company's top priority.



# THE PRE-SALES ENVIRONMENT CHALLENGE

The technical evaluation process has not evolved in decades—with many companies still viewing POCs as a one-time activity. At the same time, the buying process has grown more complex, with more competing solutions to consider and more product information available than ever before. The [Harvard Business Review](#) explains that the number of stakeholders engaged in the buying process has climbed.

Now more than ever a collaborative automated workspace is required for buying committees and vendors to co-create in.

Adding more decision-makers to the mix can lead to diverging internal priorities that slow down deal closures. Research firm [Gartner](#) affirms that each business-to-business (B2B) buyer typically

has six to 10 stakeholders involved in every purchase decision. Each stakeholder typically brings four to five pieces of information gathered independently that the group must synthesize.

Remember those 4% of leads that we fought so hard to get because they turned into a POC? It turns out that evaluation processes that experience a sales team change will experience a 50% higher probability of being lost. We believe that this is a function of lost data and deal intelligence more than anything.

A collaborative automation solution that is integrated with the CRM is required to win. The current status quo for many organizations is a more haphazard approach involving multiple spreadsheets and disconnected systems. You need a nimble real-time solution to ensure the maximum performance of your sales engine so that you can achieve your business goals.

In today's market, if you do not evolve, you die.



Only 4% of leads make it to the POC stage. POCs are costly to obtain and should be cherished.



# THE PROBLEM PRE-SALES LEADERS FACE IS SILOED DATA

The single biggest challenge facing sales executives and pre-sales leaders is access to data that is being siloed across a smorgasbord of spreadsheets, individual computers, cloud drives and single point solution applications. Management teams need an advanced platform that is able to unite data across disparate systems, giving the organization the ability to combine customer and sales data today that is mostly being lost.

Despite the inherent power of CRM systems, they are unable to aggregate deal information into one place and they do not solve data integration issues. As a result, many sales and System Engineering leadership teams do not have the real-time Situational Awareness needed.

Examples of siloed apps and services include:

- Customer Relationship Management (CRM) system
- Slack and messaging apps
- Conference apps like Zoom, Microsoft Teams, and Google Meet
- Spreadsheets and other software for metrics analysis and tracking
- Microsoft Office Documents
- File Shares (box, dropbox, etc)

With a robust Pre-Sales automation platform the entire team gains Situational Awareness by accessing the CRM, email, messaging, meeting data, and spreadsheets in one central location with a common interface. and deal decay in real-time allowing you to take action or pivot.



Today's enterprises  
experience point  
solution chaos-spending  
millions on customer  
and communications  
solutions while still  
missing quota quarter  
after quarter.





# THE VALUE OF CREATING A CONSISTENT EVALUATION PROCESS

Consider a global sales team of 50 account reps where a new product or feature is rolled out. For too many companies, leadership cannot ensure that their SE's are complying. Using the Provarity Evaluate XM product, managers are able to make a simple change to the POC workflow that is the roadmap that their team executes against for every POC and by so doing establish compliance and consistency.

A Proof of Success system is a competitive advantage by keeping Sales Organizations one step ahead of the competition by:

- Empowering management to deploy universal Play Books across the entire sales organization where management is able to make adjustments in real-time based on lessons learned, new winning techniques, or other industry and market factors.
- Empowering management to ensure best practices are followed on all POC's.
- Enabling a company to gather rich sales data that has never been obtainable. Intelligence can now be applied to the data giving management actionable business intelligence that has never been obtainable. Now, the real-time health of the project can be identified in seconds.



# THE PROVARIETY EVALUATE XM SOLUTION

With Provarity Evaluate XM, for the first time your POC teams and management can have Situational Awareness of every deal.

Here's what Evaluate XM can do for you:

- **Real-Time Information Feeds:** Centralize communication between teams so that you can easily monitor the health of your customer relationship.
- **Early Warning Indicators:** Know when deals are going sideways.

- **Health Alerts:** Artificial intelligence works in real-time across the entire data set to provide warning indicators when needed.
- **Dashboards and Reporting:** Get actionable business insights across all functions and roles.
- **CRM Data Injection:** Consolidates POC project data into the CRM.
- **Virtual Workspaces:** Provides transparency for all members of the POC process to collaborate and take control of the conversation.
- **Control Panel:** Enables you to establish and manage permission structures and create consistent best practice workflows.



Sales teams use Evaluate XM to uncover problems that may be causing your deals to fall through so that you can take action proactively and win deals that you would have otherwise lost.

# CONCLUSION

Evaluate XM is game changing because it integrates with your CRM to provide never before available functionality so that you can have Situational Awareness of all your POCs. Now you can put an end to the dreaded deal encroachment that plagues many otherwise high performing sales organizations at the end of the quarter.

With Evaluate XM, you will win by:

- Having POC visibility that encompasses your team's data and that of your partners and customers, regardless of where it resides.
- Breaking free of the dreaded "lost to the competition" factor because critical information was not able to be actioned on because it was not surfaced early enough in the Pre-Sales process.
- Having Situational Awareness that is like a 360-degree view of all your POCs. This conclusive perspective provides the sales engineer, pre-sales leader, revenue leader, or executive advanced intelligence to make better planning and forecasting decisions.



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## Learn More

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