

# THE ROAD TO MODERN SELLING

## How Stäubli Drives the Buying Team Experience

Jean-Christophe Dupuy | Head of Digital @Stäubli

Michael de Veylder | Global Manager @Showpad

Joël Puznava | Partner

# What is Sales Enablement ?

Forrester defines sales enablement as “a **strategic, ongoing process** that equips client-facing employees to **consistently and systematically** have a **valuable conversation with the right customer stakeholders** at each stage of the customer’s **problem-solving life cycle.**”



# Sales Enablement Platform Definition

- Gartner defines sales enablement platforms (SEPs) as tools that unite sales enablement functions and **customer-facing sales execution**.
- They predominantly feature native capabilities for **sales content, sales training and coaching**.
- SEPs can also offer open APIs to integrate with offerings from complementary vendors with selling relationships and prebuilt integration for bidirectional data sharing and synchronization for seamless access by end users between applications (CRM, Marketing Tools, etc.)
- They are used for internal and partner/channel enablement.



# B2B buying is digital-first buying.

64%

Expect hybrid sales to rise

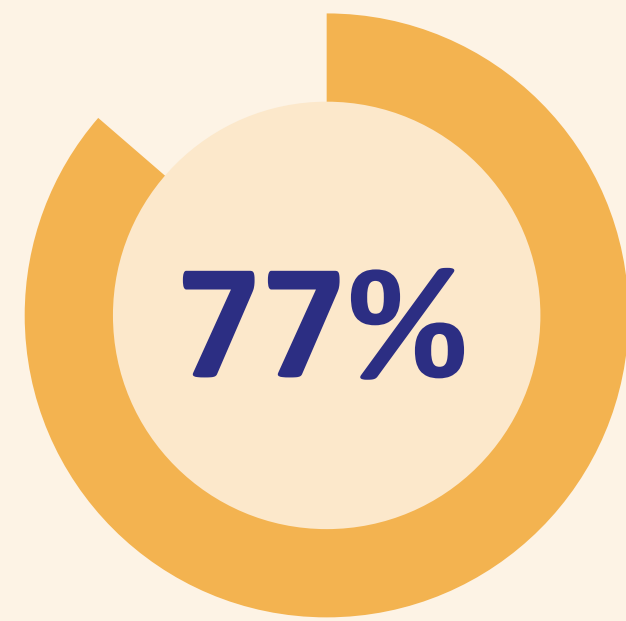
2/3

Prefer remote human interactions

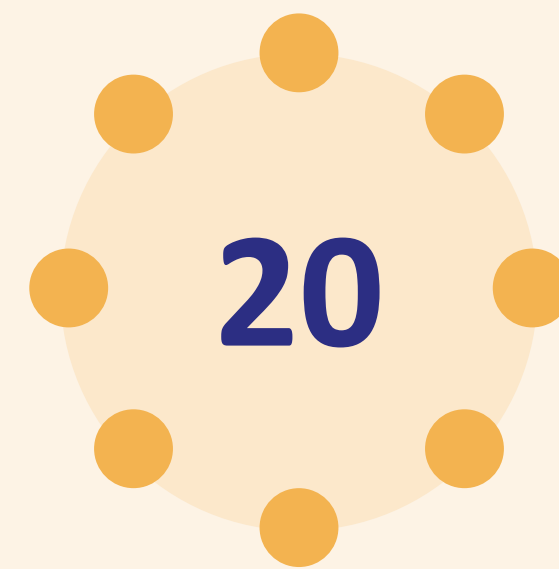
83%

Find new selling models more effective

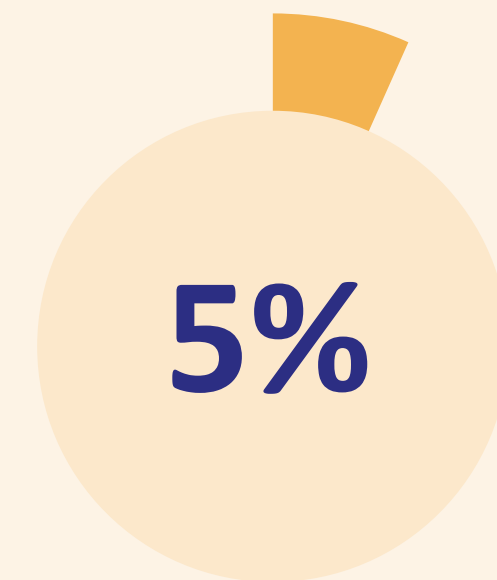
# B2B selling and marketing **not** *(yet)*.



buyers' last purchase was  
very difficult, complex

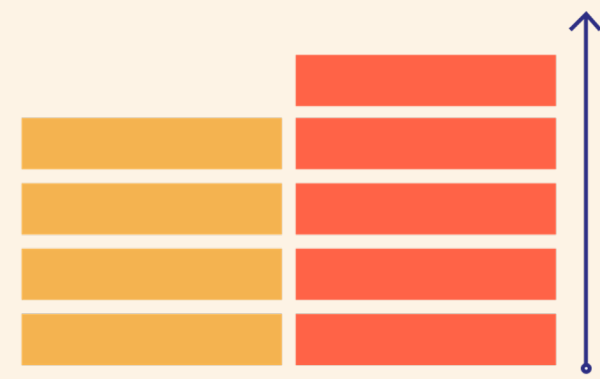


avg buying committee  
involved in purchasing  
decision



customer's total purchase  
time

# More **does not** equal more.



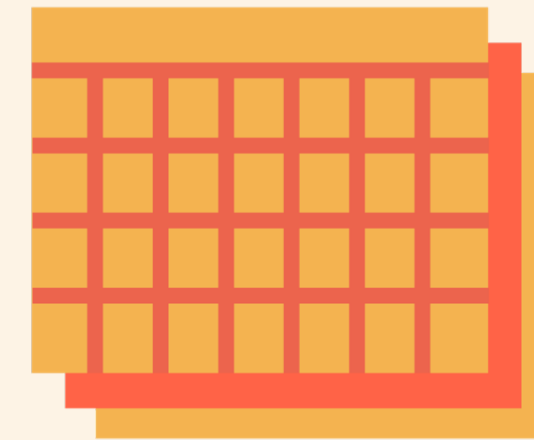
**>20%**

Annual voluntary  
sales rep churn



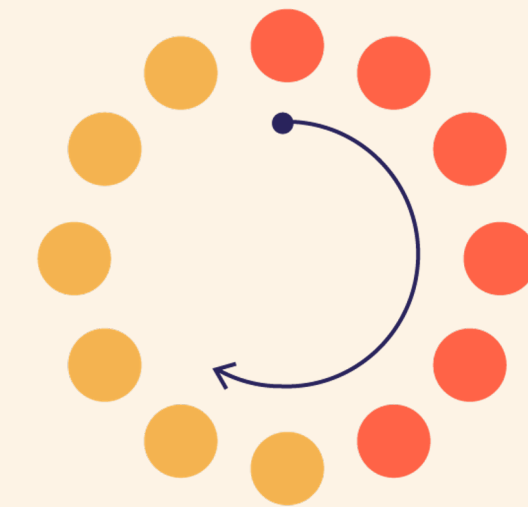
**\$100K**

Average cost of  
recruiting a new sales  
rep



**44**

Average number of days  
required to fill in a sales rep  
position



**>6**

Number of months  
required to ramp an  
enterprise sales rep

The winners will be the companies who can elevate the human part of the new buying journey.

But we need to stop selling at buyers.





### Collaborative

A **conversation**, internally and with whole buying teams.



### Digital-first

Happening primarily online but with **human** interactions.



### Insight-driven

Guided by **data** from many sources.

# Modern Selling



### Experiential

Starting with **relevant**, high-value buyer experiences.



### Value creating

Injecting real value at **every step** of the buying journey.



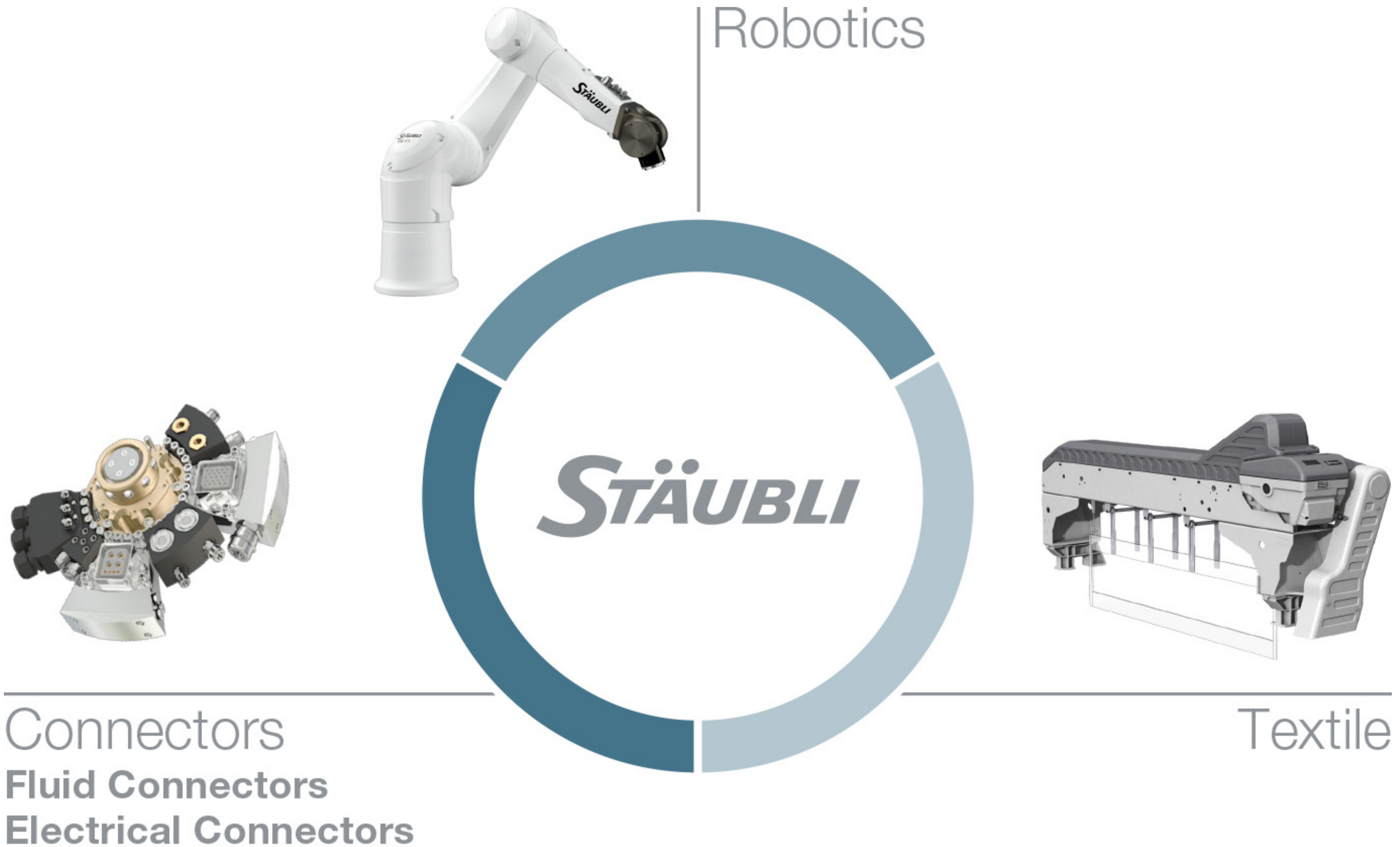
### Cross-discipline

**Aligning** marketing, sales, customer success, partners.

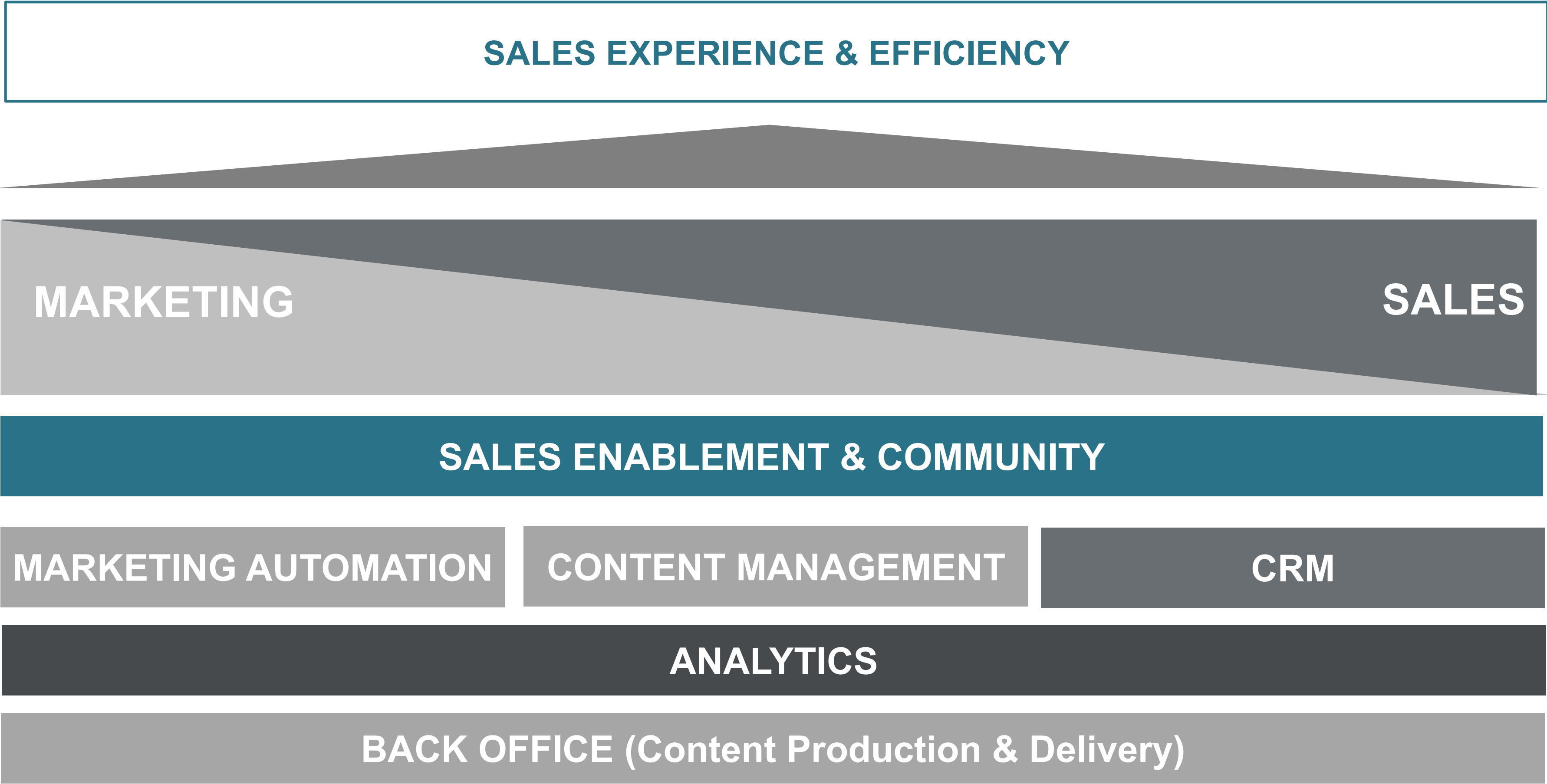
# Stäubli Group at a glance



# Three activities – four divisions



# SEP Capabilities



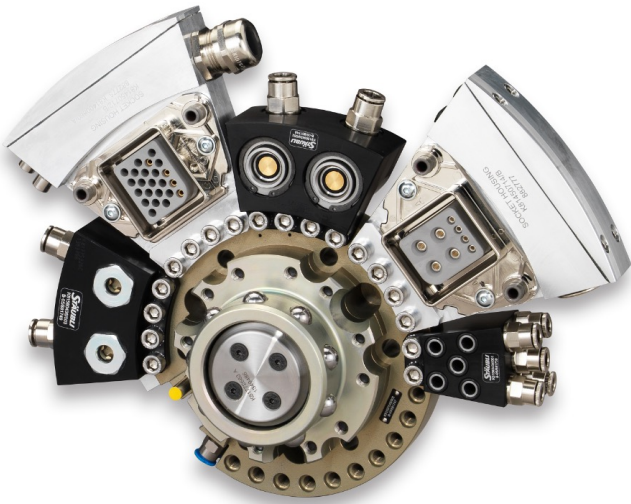
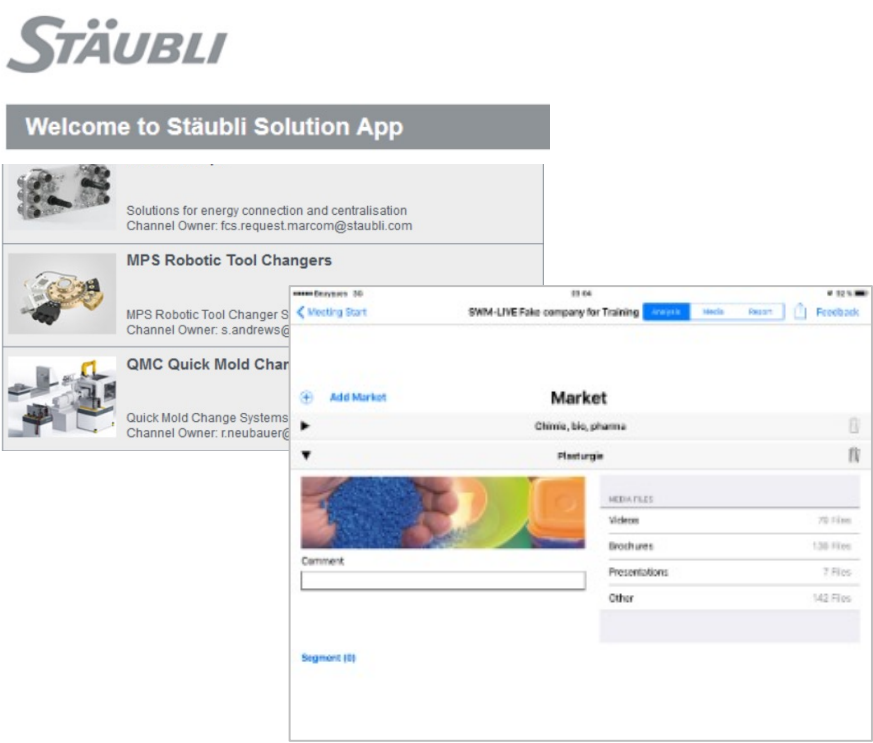


1. Project Context & Goals

SEP HISTORY @ STÄUBLI



SWM & SOLUTION APP

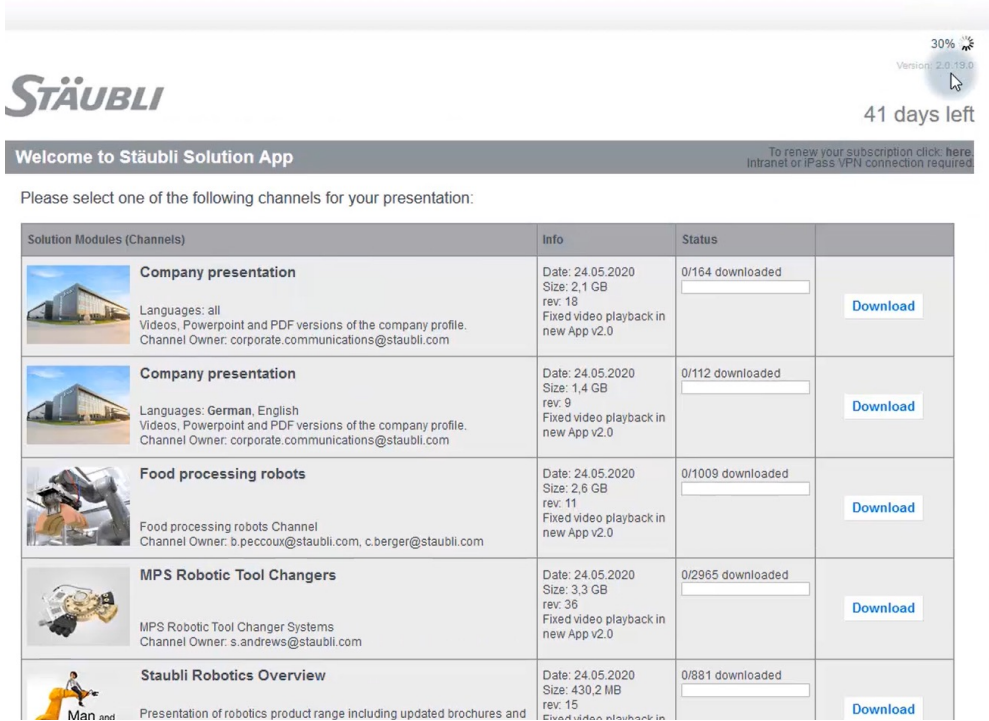


Fluid Connectors

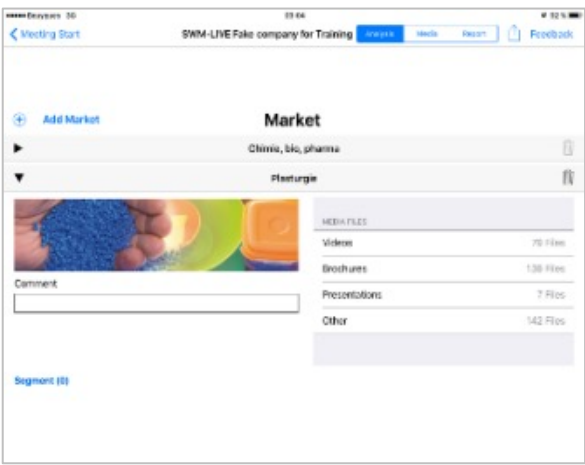


Robotics

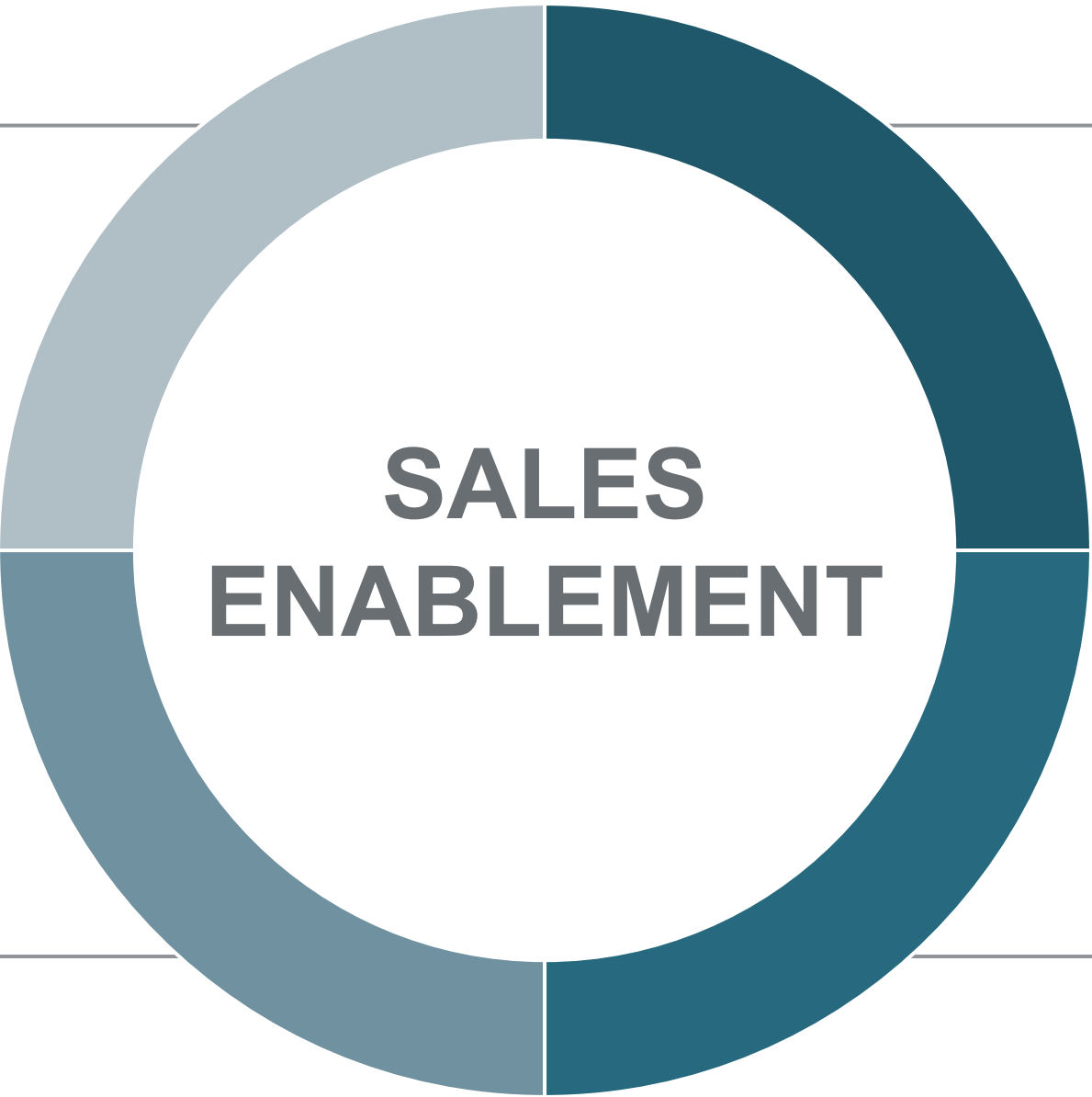
SOLUTION APP



SWM

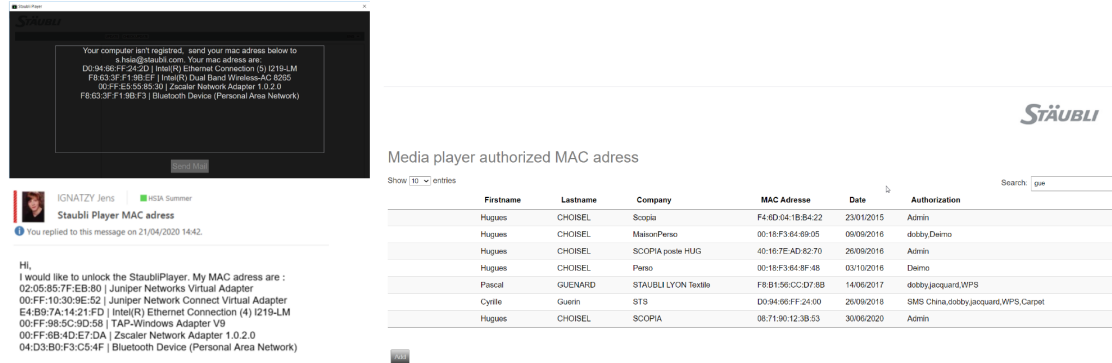


Electrical Connectors



Textile

VIDEO PLAYER



# Take immediate benefits from Showpad

Prepare

Perform

Share

STÄUBLI

HomeContentShares

ExperiencesCollectionsMy Files

Visit Cust. Reply - May 24

general-progra...

LX12-LX32-LX6...

About us

Generic

Company Profile.pdf

Robotics Profile.pdf

Worldwide Stäubli Units.pdf

Stäubli@LinkedIn.pptx

Robotics

Stäubli Robotics Division.pptx

Mobile Robotics

Stäubli Mobile Robotics Division.pptx

Email

To

Subject

Message

Hi,  
Thank you for the meeting,  
please find the document we presented to you.  
[Company Profile.pdf](#)  
Best regards,  
Jean-Christophe DUPUY  
STÄUBLI

Allow Content Download

Send me a copy

Global Theme

Send

- Sales rep
- Marketing

Shared Space Reply-Showpad

Jean-Christophe Dupuy

Active right now

Invite

rbe-copy-original-couplings-staubli-en

Add an optional description

0 comments

Date added: 06 May 2021

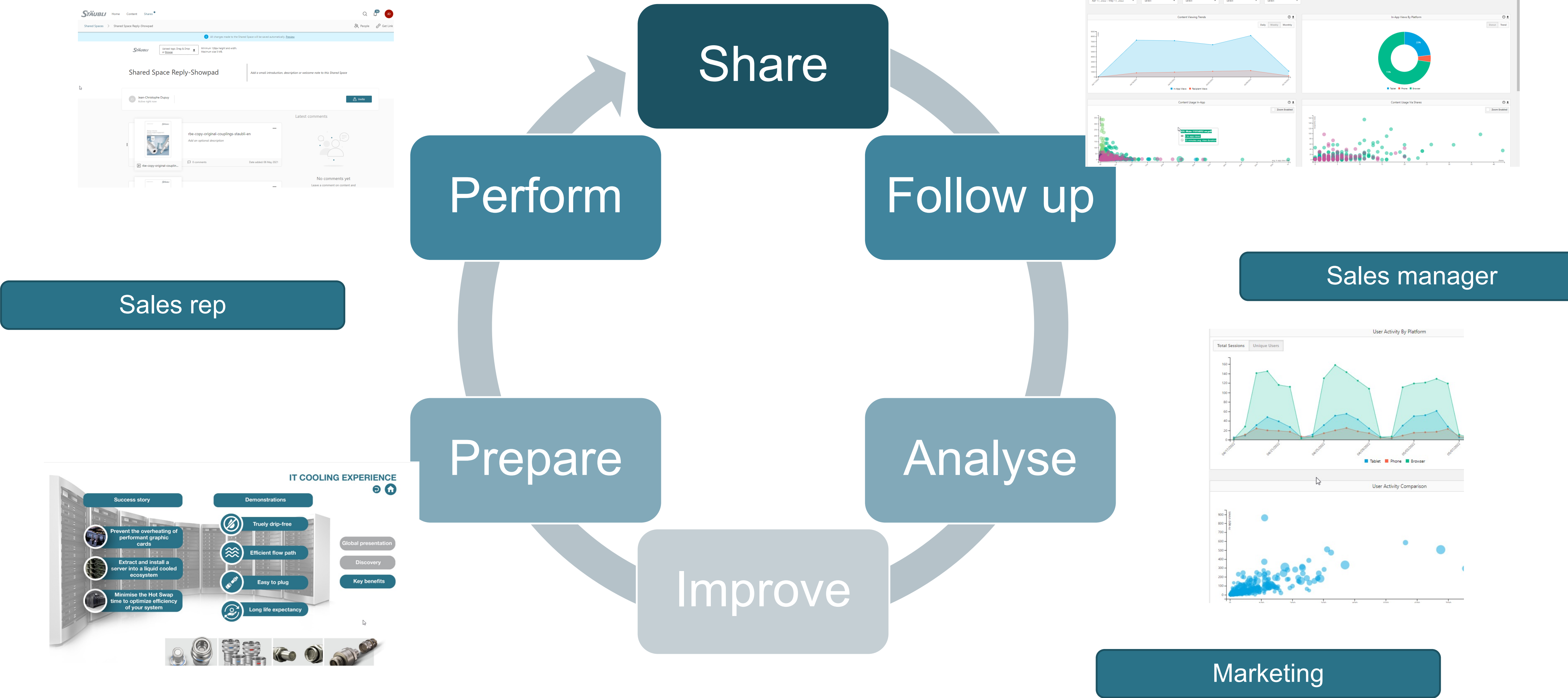
Latest comments

No comments yet

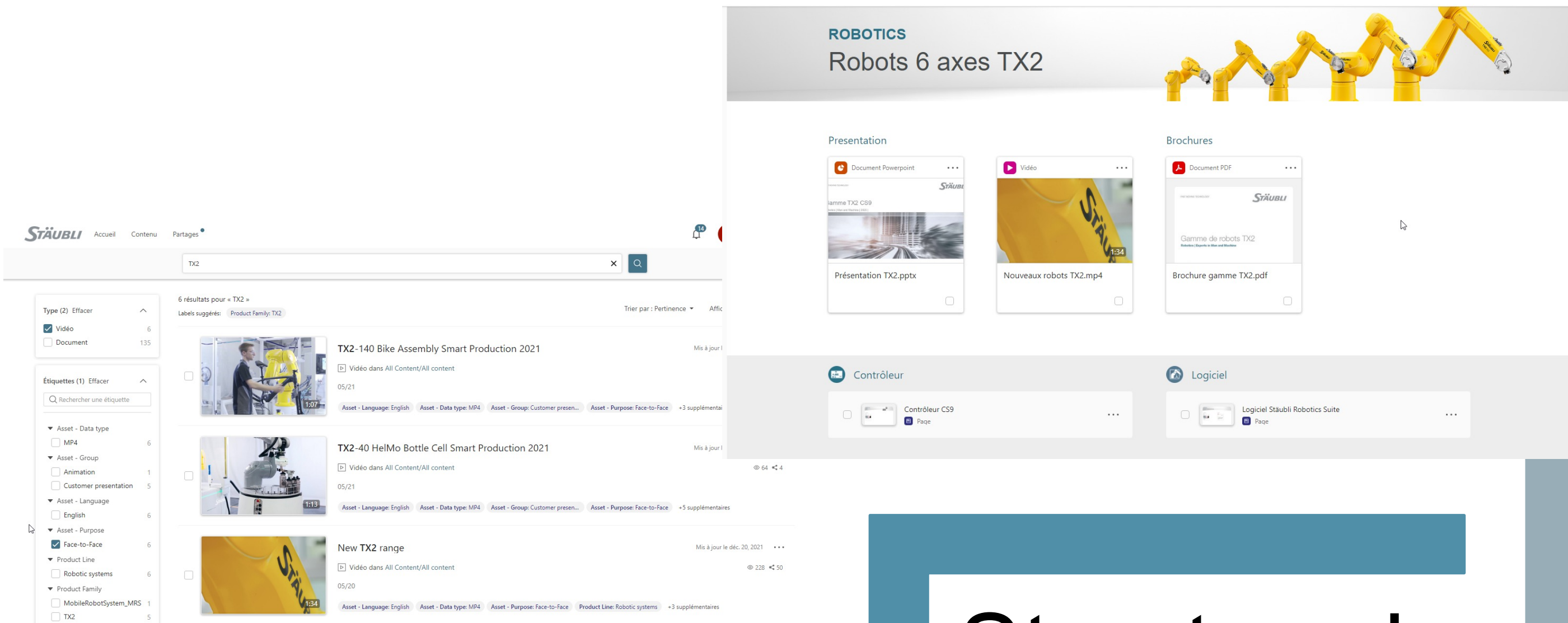
Leave a comment on content and



# Improve sales efficiency



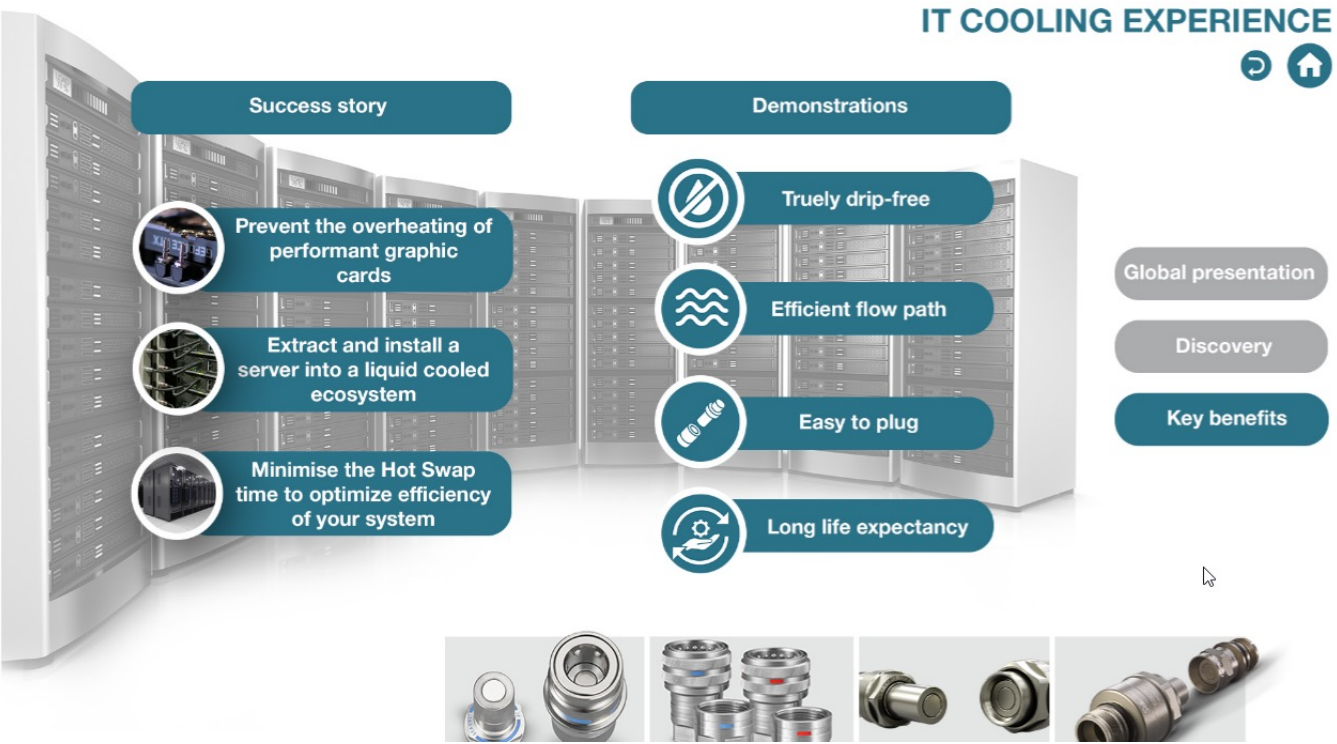
# Find the best content for the right purpose



Focused

Structured

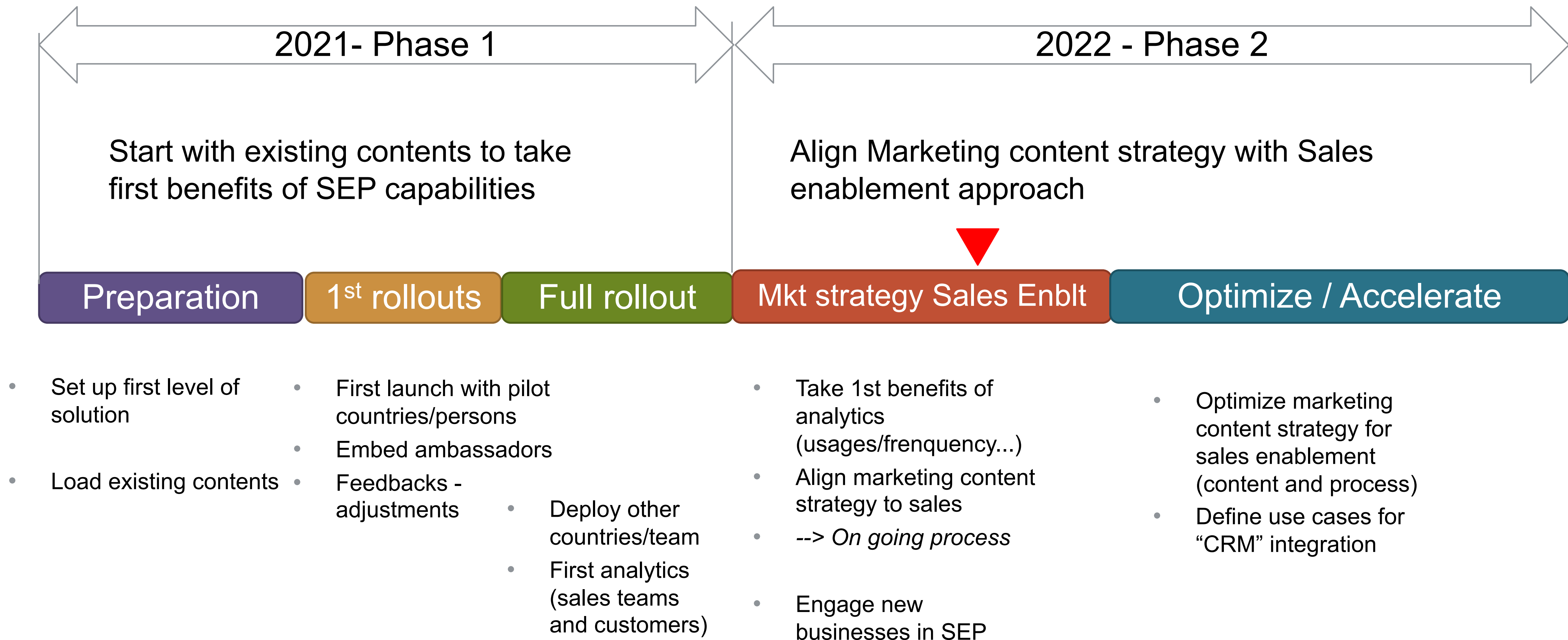
Search



Unique content point of truth for sales rep



# Milestones



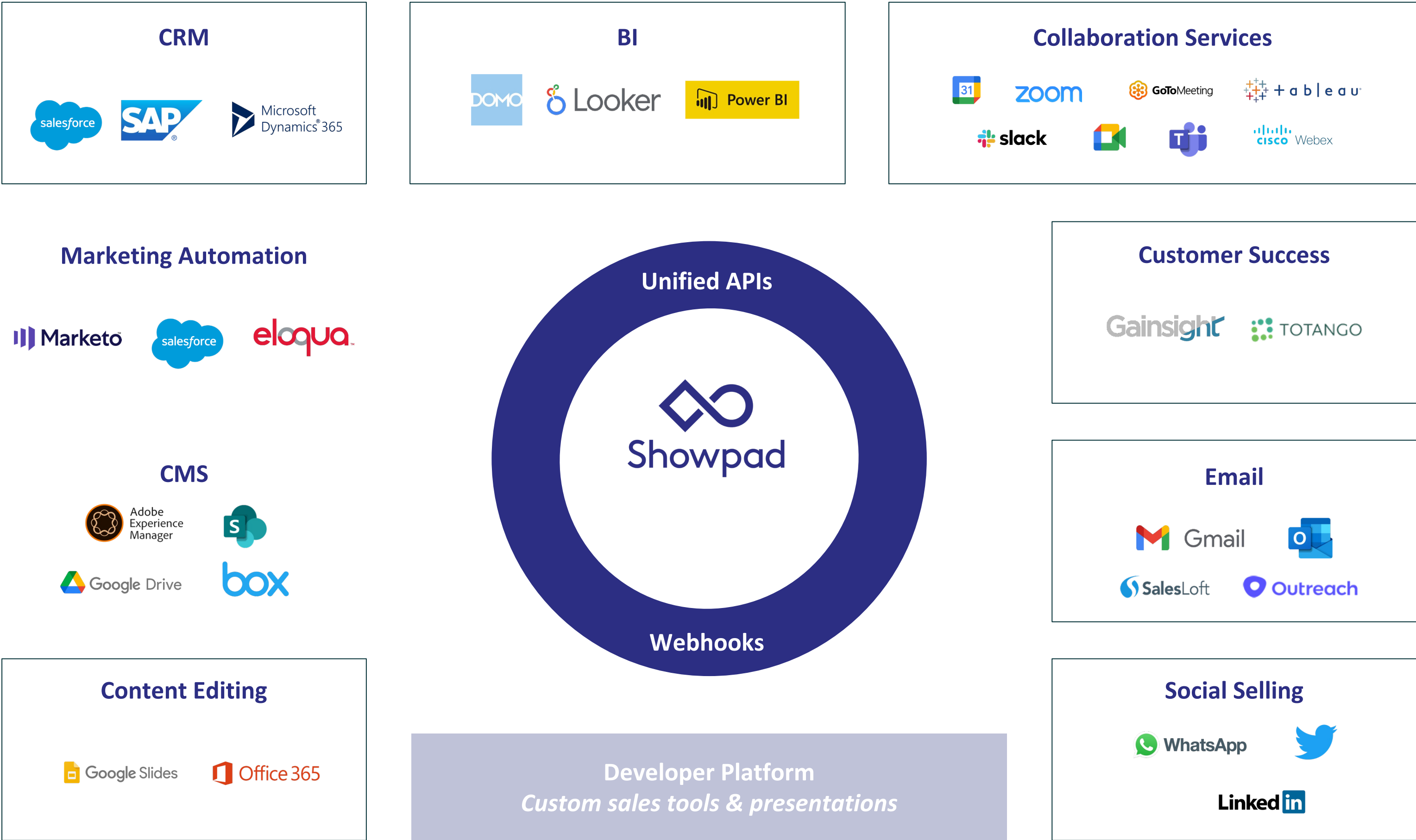
# Assessment post rollout - challenges

- **Rollout 2021**

- 1000 users deployed in 2021 – Worldwide : IOS/Windows App/Web app
- 5500 marketing assets loaded
- 50 Showpad experiences created / 800 pages created

First assessments Q1 – 2022	Challenges 2022
94% of users connected at least once 56% of users in a daily usage	Increase/drive adoption plan (change management/old habits, incentives, training...)
16% of assets = 0 views 59% of assets < 5 views	rework contents for sales two axis- efficient on Showpad/relevant for customer among their journey

# Seamlessly connecting to your tech stack



**25%****REDUCTION IN ONBOARDING TIME**

The Showpad platform streamlines onboarding, training and coaching which helps get new hires into the field quickly. Forrester calculates Showpad reduces onboarding time by 25%. And because training materials are scalable and available on any device, new hires can access them anywhere, any time.

**10%****INCREASE IN SALES**

Because Showpad puts the right information at every salesperson's fingertips, Forrester calculates that it increases sales by 10% per rep. The platform saves sales reps time by making relevant content easy to find, personalize and share on any device. And it increases efficacy because sales reps have the training, content and support they need to exceed buyer expectations every time.

**25%****INCREASE IN PRODUCTIVITY**

Showpad helps sales and marketing teams collaborate efficiently to produce the content buyers need. The Forrester study shows the platform improves marketing professionals' productivity by 25%. It centralizes all sales collateral so it's easy to access, update and share materials. Powerful analytics identify the most impactful content so marketing can focus on producing only the best, most relevant materials for sales.

**516%****ROI**

Forrester analyzed costs associated with Showpad including licensing, training and implementation over three years against the platform's benefits to calculate a return on investment (ROI) of 516%.



# **SUMMARY AND KEY TAKE AWAYS**





# Summary

- You can achieve a high ROI and productivity
- Better alignment between Sales and Marketing
- Improve your customer experience
- Total flexibility and good integration capabilities



# Q&A

# Contact

[j.puznava@reply.com](mailto:j.puznava@reply.com)