

HIGHSPOT OUTCOMES BY THE NUMBERS

WHY SUCCESSFUL ENABLEMENT TEAMS MADE THE SHIFT

TechValidate recently surveyed over 200 Highspot customers on their experiences with sales enablement solutions before Highspot, and their experiences after. Here are the outcomes they have achieved.

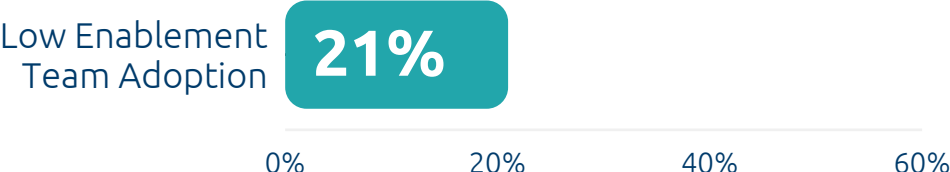
ROI REQUIRES ADOPTION

Low Adoption is the Foremost Change Catalyst

A sales enablement solution cannot drive a return on investment or create value if the intended audience does not use it.

51% of Highspot customers made switch because their sales teams were not adopting the platform, preventing them from achieving their planned return on investment.

Which challenges did your previous solution present?



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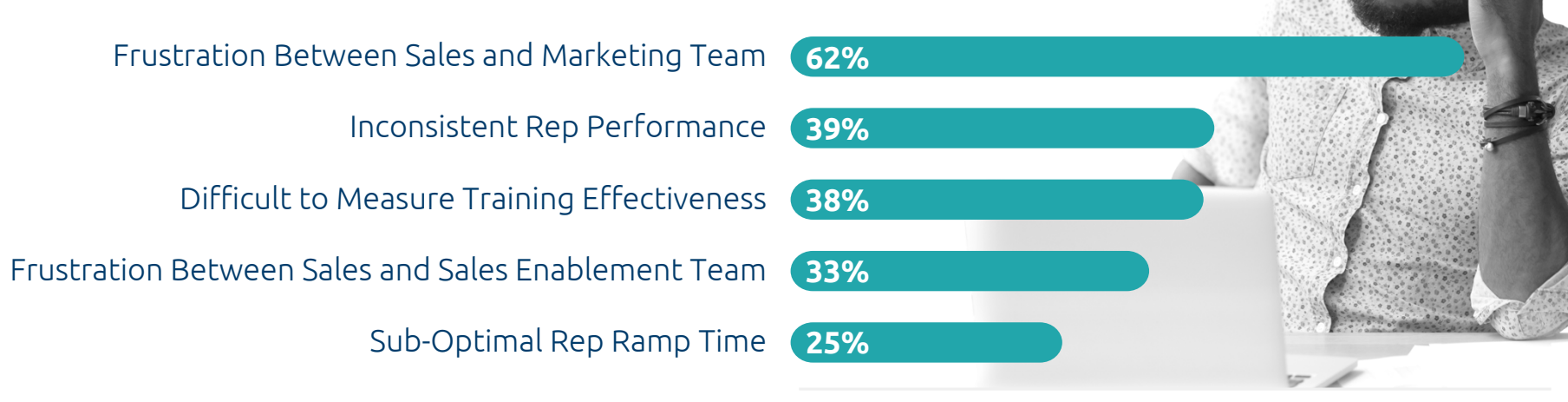
Seismic was difficult to use for both sellers and solution administrators. It also did not easily integrate with other sales solutions.

—Head of Sales Enablement at an Enterprise Software Company

Solution-Related Challenges Create Friction

Before Highspot, respondents experienced high levels of frustration between sales, marketing, and sales enablement teams, which impacted their abilities to support and achieve shared goals and objectives.

What were the implications of those challenges?



The Highspot Difference

Highspot increases the performance of sales teams by bridging the gap between strategy and consistent execution. When asked what factors drove the decision to choose Highspot, customers cited Ease of Use, Ease of Administration and Commitment to Success as the primary drivers.



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Highspot is so user friendly and customizable to our business. Our sales reps have nothing but positive feedback!

—Head Sales Trainer at a Financial Services Company

BOOST REP PERFORMANCE

Drive Consistent Execution

Highspot customers, on average, **decrease new rep ramp time** by

19%

And, Highspot customers also see an average **increase in quota attainment** of

19%

The **top 3** sales plays customer run on Highspot are:

- 1 Product Launch
- 2 Sales Skill Improvement
- 3 Sales Methodologies

“

Highspot transformed our sales process, saving time and ensuring consistency rep to rep.

—Sales Leader at a Life Sciences Organization

IMPROVE BUSINESS OUTCOMES

Reinforce Sales Plays to Pay Dividends



After switching to Highspot, customers see an average increase in **sales play adoption** of

5X

The effective execution of sales plays drives the following business outcomes:



ACCELERATE TIME TO INSIGHTS

Measure Performance and Impact

Go-to-Market Leaders improve their abilities to demonstrate business value:

8X

Increase in **Speed to Strategic Insights**

3X

Return on Investment

“

Highspot has been a game changer for us, thanks to the analytics! We love that everything is easy to find and we can gauge how well assets perform.

—Engagement Marketing Manager at a Technology Company

“

Our experience has been great! The platform is intuitive to use, the analytics are insightful, and sales engagement with marketing collateral has been high.

—Product Marketing Manager for an Educational Institution

ACCORDING TO TECHVALIDATE...

Sellers, Sales Leaders and Marketers **Love** Highspot



85% of customers give Highspot 4.5 out of 5 stars.



Most Adopted, Most Loved

Sellers love the functionality, marketing loves the analytics, and both love the trackable increase in revenue.

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It's a great 'single source of truth' that provides excellent analytics and feedback for both content creators and seller behavior.

—Head of Sales Enablement for a Fortune 500 Company

“

Highspot is much more than just a sales enablement tool, it is a communication tool. It has completely transformed how we communicate with prospects, customers, and partners.

—Sr. Product Marketing Manager at a Technology Company

Interested in learning more about the sales enablement platform reps and sales leaders love?

Contact your sales rep, or visit highspot.com and sign up for a demo. We'll be happy to chat.