

Five ways your sales team can utilise personalised PDFs to boost sales and build relationships.

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Enable sales with personalised one-to-one content

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Better response

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Content sales will love

Sales staff ignore as much as 80 per cent of content generated by marketing departments - create content that they can't ignore. Make it easy for them to love your marketing content.

[Check out 5 ideas for using personalised content >>](#)

Idea 1 - Custom ROI document



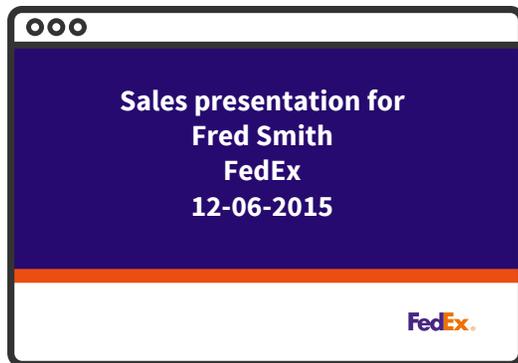
Everyone loves to see how much money they can save by using your product or service. Your sales team can send customised return on investment calculations with just a few form fields or sliders. They can do this live over the telephone with the prospect and then send the PDF by email. The beauty of PDF is that the prospect can use it to justify expenditure by forwarding to their superiors, or printing and discussing at meetings.

Idea 2 - Industry specific data sheet



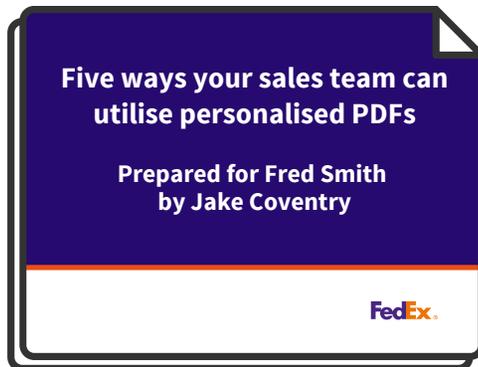
Datasheets no longer need to be the same for everyone. Let your sales team build their own custom datasheets from a selection of options. Choose industry sector, company size, product, sales stage or anything else you can think of to dynamically deliver a hyper-relevant document to send by email. All the data is pulled dynamically and your sales team can download and send a fully branded, personalised data sheet in seconds.

Idea 3 - Personalised Sales Presentation



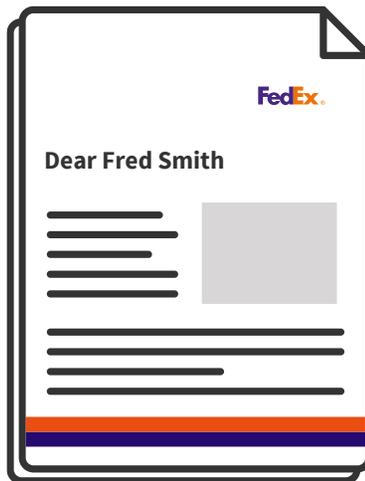
Does the mix of sales staff and Powerpoint makes your brain explode? Allow your sales teams to build pre-defined presentations which can pull-in industry specific elements, case studies and even build dynamic graphs. Downloaded as a PDF they can be viewed and presented full screen and sent to the prospect afterwards by email. No more dodgy Powerpoint presentations – just personalised presentations your prospects will appreciate.

Idea 4 - Personalised Report or Guide



Much like this ebook, content marketing is such a great way to help teach your prospects how to solve problems and learn about how your service can help. The trouble is they are often too generic and under-utilised by sales. Create personalised ebooks and allow your sales team to generate them on-the-fly with just a few clicks. Before you know it they'll be utilising the content in no time and building better relationships with their prospects.

Idea 5 - Personalised Sales Letter



This one is old-school, but such a timesaver. Allow your sales team to build letters specifically for a whole range of your services and even add custom offers or call-to-actions. Then simply, print and post or send by email. The letter can pull-in pre-defined paragraphs set by marketing — so they are always on-brand and on-message.

That's just a few of hundreds of ways your sales team can utilise personalised content to boost sales and build relationships.

It's easy to get started — book a walkthrough today with a member of our team.

[BOOK A WALKTHROUGH](#)

[Pssst...Learn how we made this document >>](#)

I created this document for you in 60 seconds.

Why not take a look at our real-time video which shows how I did it and how your sales team can do the same.

