

Digital Sales and Marketing Platform



Provide your sales and marketing teams with the planning and execution tools they need to compete and win in today's fast-paced business environment!

The B2B buying process has evolved over the past 10 years to a point where 30 to 50% of the purchase decision is now made before the first sales contact. Your sales team is still the most important factor in the competitive process. However, most buyers will have already done their research, comparisons and initial evaluations before initiating any direct contact with potential suppliers.

B2B Buying Process Framework

PROCESS STEPS	WEBSITE/ WEBSTORE	DIGITAL MARKETING	DIGITAL SALES	DIGITAL CUSTOMER SERVICE
Awareness of need	✓	✓		
Needs analyzed/quantified	✓	✓		
Options considered/qualified		✓	✓	
Qualified options compared		✓	✓	
Decision made			✓	✓

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The ProjexTeam™ Digital Sales and Marketing platform integrates all the capabilities required to compete and win ... from defining a winning strategy and developing an effective website to generating leads and retaining valuable customers.

- Website/webstore
- Strategy Development tools
- Digital marketing tools
- Digital sales tools
- Digital customer service tools

ProjexTeam™ Digital Sales and Marketing Platform At-a-Glance:

The sales team can only succeed when your website/branding and digital marketing content provide opportunities and a favorable customer perception at the right time in the buying process. Once the sales team receives a qualified opportunity, they are faced with intense competitive situations that require easy access to sales documents, team knowledge, proposal tools, pipeline management capabilities and organizational support to be successful.

Key Components/Functions

Platform Component	Major Functions
Website/webstore	Branding Brand positioning Content creation/management Define scope of supply (products/services) Convey value proposition Call to action
Digital marketing tools	Content marketing Search optimization (SEO) Digital advertising support (e.g. landing pages) Sales intelligence/customer targeting Email marketing Social media marketing Analytics
Digital sales tools	Communication CRM/pipeline management Inside sales/customer support Sales enablement/collateral distribution Sales team collaboration Online training
Digital customer service tools	Service team collaboration Customer support (help desk/ticketing) Workflow automation Integration

Compete and Win with a Comprehensive Set of Sales Execution Tools

Sales tools on demand:

- Sales playbooks
- Brochures and videos
- Commercial documents
- Presentations

Online sales and product training center:

- Sales team
- Distributors
- Customers
- Users

Collaboration tools:

- Activity stream
- Events calendar
- Team directory
- User groups
- Forums

CRM tools:

- Sales planning
- Lead management
- Opportunity management
- Use embedded tools or interface with external CRM tools

Ecommerce tools:

- Webstore
- Configure/price/quote
- Sale reporting

Your Digital Transformation Partner ... since 1994

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