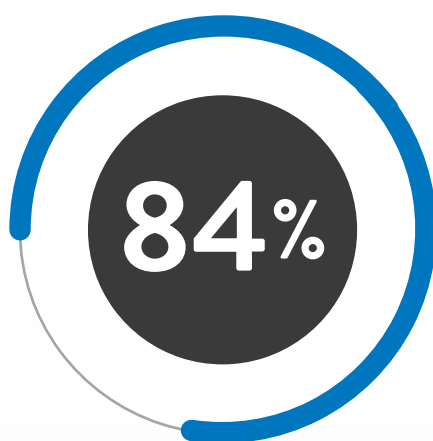
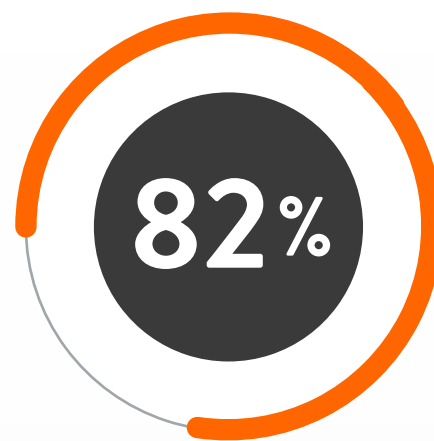


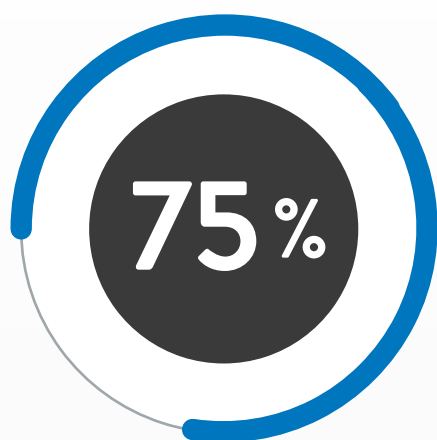
EMPOWER SALES with CONTENT



of B2B Decision Makers Start the Buying Process with a Referral¹



of B2B buyers consumed 5-8 pieces of content from the winning vendor²



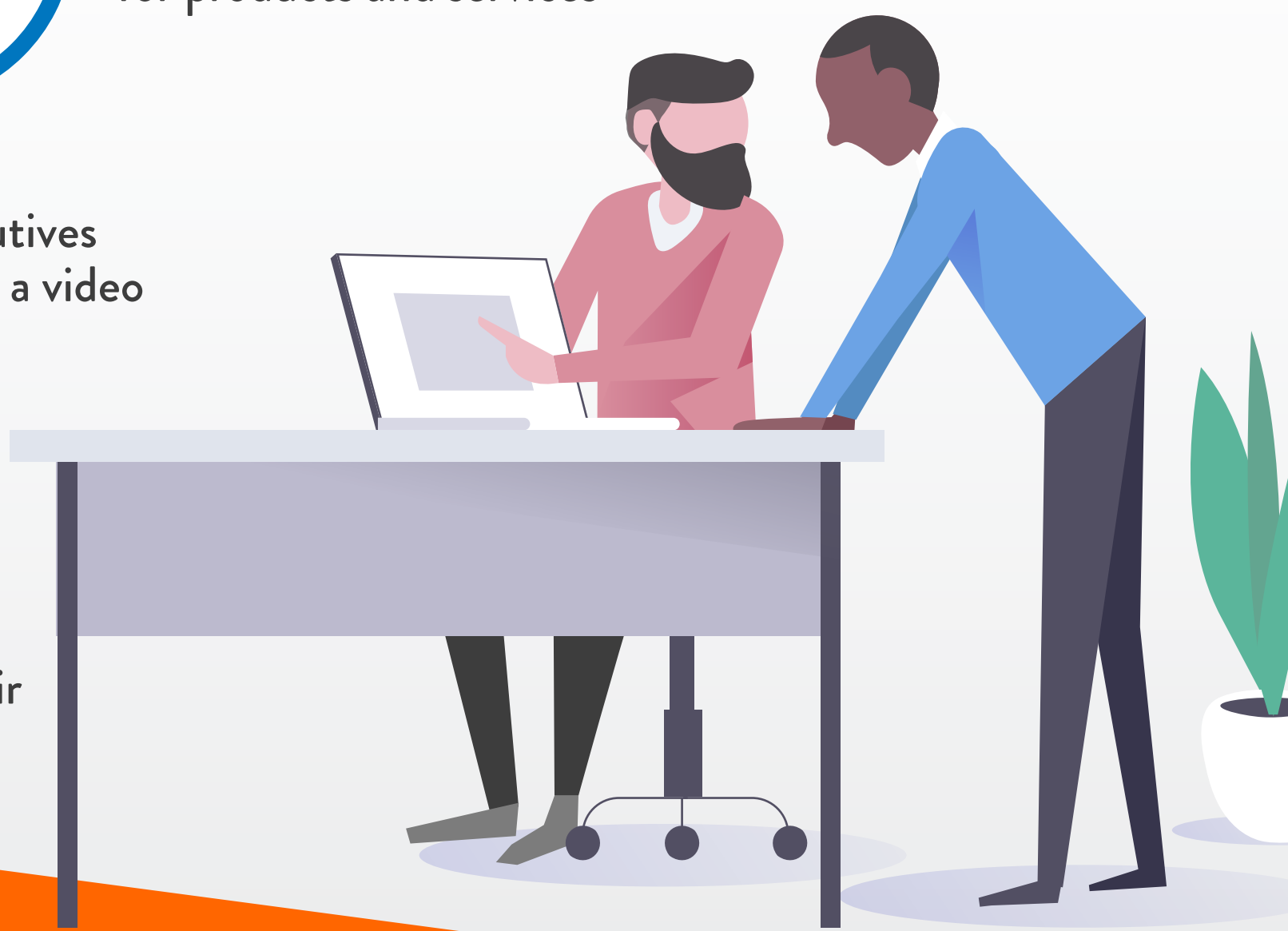
of B2B buyers conduct research in social channels for products and services³



of Senior Executives prefer to watch a video than read text⁴



of sales professionals list prospecting as their biggest challenge⁵



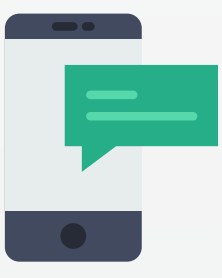
CONTENT marketing

Content marketing is mostly focused on top of the funnel marketing which does not create "sales ready leads."

- ✓ Brand Building
- ✓ Top-of-the-Funnel Leads
- ≠ Tool for Salespeople

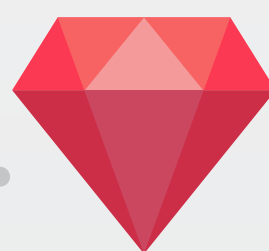



CONTENT for SALES

 Sales people access content they use to create sales conversations.

 Content maps to buyer personas.

 Content maps to the buyer's journey.

 Salespeople "love" this content because they use it to create more sales conversations.

 Some content is "vaulted" so it's not in the public domain giving salespeople control over the content they choose to send to prospects.

CONTENT for SALES

- ✓ Strategy
- ✓ Production
- ✓ Distribution
- ✓ Analytics

<https://vengreso.com>



LEARN MORE

SOURCES

¹ Sales Benchmark Index
<https://salesbenchmarkindex.com/insights/the-rise-of-social-selling/>

² Forrester Research
The B2B Sales Force Digital Reboot - Report

³ HubSpot

⁴ Forbes Insight
https://images.forbes.com/forbesinsights/StudyPDFs/Video_in_the_CSuite.pdf

⁵ HubSpot - State of Inbound Report
<http://www.stateofinbound.com/>