

Automate the creation of sales material:

## **EMPOWER YOUR SALES, MAKE YOUR MARKETING MORE EFFICIENT.**

There are some marketing processes that companies benefit greatly from automating. The preparation of marketing and sales documents is one of them. Automating this process drives efficiency in both marketing and sales so that everyone can focus more energy on serving the customer.



DYNAMIC GRAPHICS  
AND CHARTS



COUNTRY-SPECIFIC  
INFORMATION



CORRECT PRODUCT  
INFORMATION



PERSONALIZED  
DOCUMENTS

## CHALLENGE

### Up-to-date, customizable sales documents

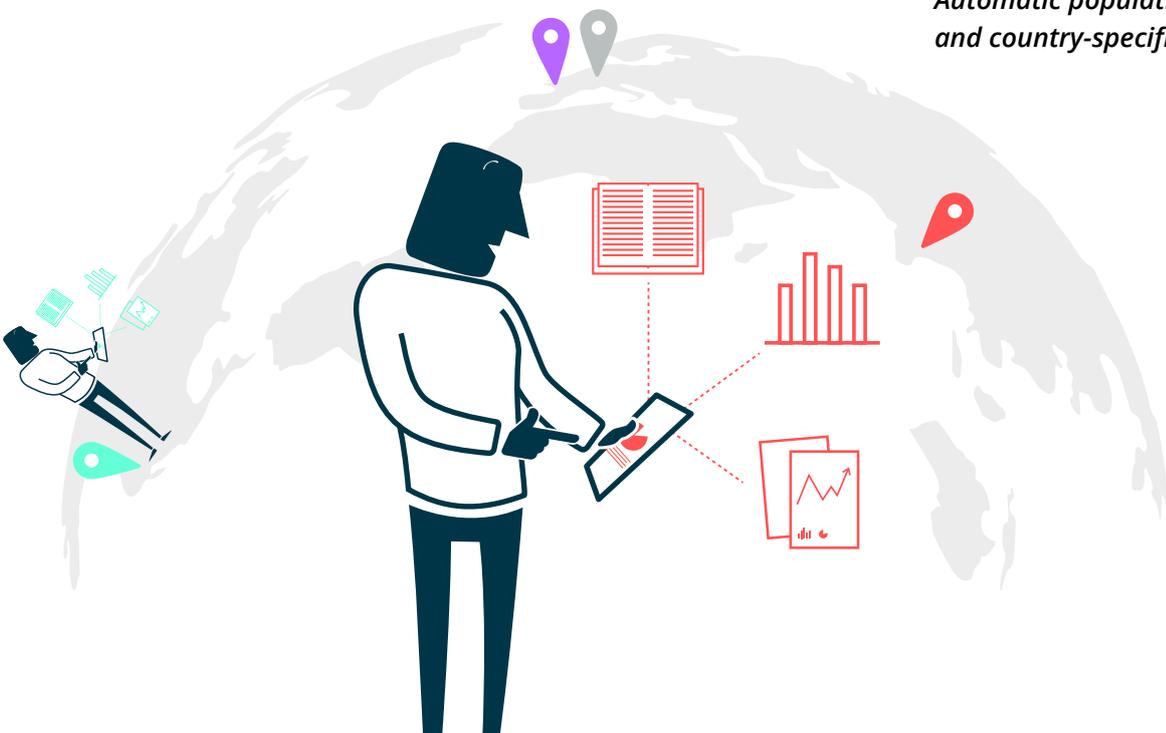
Sales employees, client advisors, and relationship managers are in constant need of up-to-date and attractive sales documents like fact sheets and presentations. These documents need to be compliant with corporate regulations and in line with branding. They often need to contain dynamic information, such as graphics or charts. They usually have to be available in several product versions, languages, and currencies. And beyond the creation of the documents themselves, sales teams need a way to quickly find the materials that are relevant to their customers, use them on mobile devices, and even download, customize, and compile them for delivery to the customer.

## SOLUTION

### A web-based hub for the creation and administration of sales and marketing materials

We offer a content hub on which all sales-relevant content and information can be created and centrally managed. Style sheets, templates, layouts, or forms can be stored on the content hub and managed via an interface with differentiated authorizations. What's more, the creation of fact sheets, customer presentations, pitchbooks, and more can be largely automated within this web-based portal. For example, when creating a product-specific document, images, icons, graphs, charts, and diagrams do not have to be added manually but are automatically populated when you choose the product. Similarly, editorial or country-specific information can automatically populate. The system has a modular structure and flexible content components that can be used – and reused – as often as required. And because the creation of documents is centralized where employees can use already-approved assets, corporate identity and design requirements are more easily met.

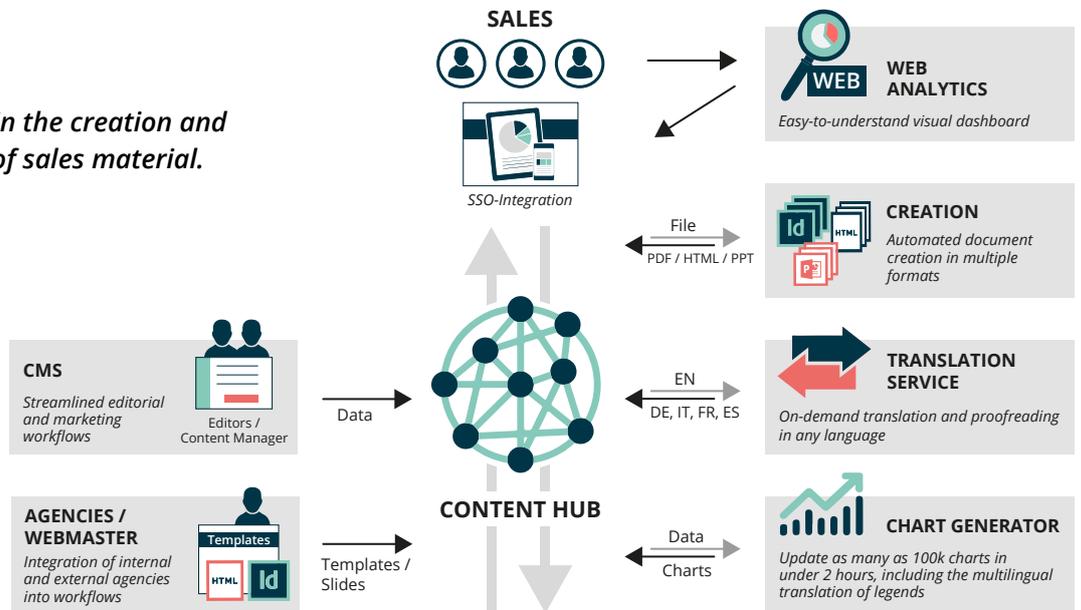
*Automatic population of product- and country-specific information.*



## Efficient, quality-assured documents around the clock

The portal also includes an interface through which you can send documents directly to the relevant parties for review. This generates efficiency gains when translating documents, cooperating with lawyers, and working with any other internal and external experts. The need to export documents so you can send them back and forth is eliminated and the whole approval flow is automated in a secure workflow with detailed access rights. In fact, every step of the content creation and maintenance workflows is steered by granular user rights, and you can set up any number of review and correction loops. All changes and processes can be tracked, and the system automatically saves all versions of content.

### Automation in the creation and distribution of sales material.



Since the portal is web-based, employees can access the most up-to-date sales and marketing documents from any location at any time. Whether they need a report, a flyer, a fact sheet on a product, a customer presentation, or a pitchbook, with just a few clicks, the salesperson has the latest version within the corporate design guidelines and can individualize it for the customer. For example, the salesperson can easily add or remove slides and then download, print, or send. All documents can be shown or sent to the customer from a variety of devices (e.g. smartphone, tablet, desktop). A content hub not only facilitates the creation and adaption of sales material, it helps companies push their most profitable products and the content most relevant to their clients. Implementing a content hub means equipping your sales team with a powerful tool to improve client relationships and generate more revenues.

**With the following benefits, a content hub helps to strengthen sales and marketing:**

- Worldwide, unified web portal for easy access to the most up-to-date fact sheets, pitchbooks, leaflets, presentations, and more
- Automated chart generation and display of country- and product-specific information based on the salesperson's current needs
- Significant efficiency gains in the creation and updating of documentation
- Centrally controlled review and approval processes to meet audit and compliance requirements
- Feedback and approval workflows to ensure CI conformity, timeliness, and completeness
- Worldwide availability of easy-to-personalize documents that can be presented on virtually any device
- Increased marketing and sales team focus on strategically important tasks thanks to this system's support
- Equip your sales team with a tool to improve client relationships and increase revenues by pushing your most profitable products and relevant content

## START NOW

**Automate the marketing processes that relieve your team and boost sales.**

### WE CAN SHOW YOU HOW!

gateB helps you tailor a content hub to meet your exact needs. Based on a modular platform, we create a content hub that will make life easier for your sales and marketing employees and empower them to impress their customers and prospects and thereby increase sales revenue. If you'd like more information about a content hub, we are happy to show you how it works at a non-binding meeting. Just contact us.





Transforming Digital  
into Value

## About gateB

gateB is a consultancy and implementation specialist that empowers clients to tap into the potential of digitalization and to make their customer relations faster, smarter, and better. Using cutting-edge solutions and strategy, we advise leading national and international companies in the fields of customer intelligence, marketing analytics, campaign management, marketing operations, multichannel publishing, and marketing automation. Founded in 2009 in Steinhausen, Switzerland, we currently employ more than 70 consultants, data scientists, and implementation specialists in our four offices in Steinhausen, Los Angeles, Milan, and Singapore. More on [gateB.com](https://www.gateB.com).