

# Jim Mooney

## Graphic Design

View the full portfolio at <http://www.thecreativefinder.com/roinnovation>

### **Professional Experience and Curriculum Vitae**

Please kindly get in touch for more information.

### **Previous Clientele**

Please kindly get in touch for more information.

### **Awards and Accolades**

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## How does SALES ENABLEMENT impact business?



Sales Enablement tools give your marketing team real, quantifiable data on your customer audience.

??? DID YOU KNOW... ???

**56%**

COMPANIES WHO DON'T KNOW IF THEIR CONTENT IS EFFECTIVE

**40%**

TIME SALES REPS SPEND CREATING BRAND CONTENT

**46%**

OF COMPANIES HAVE MULTIPLE SALES PORTALS

**18%**

# OF COMPANIES WITH A PROCESS TO MEASURE CONTENT EFFECT

**58%**

OF CUSTOMERS BELIEVE THOUGHT LEADERSHIP IS A CRITICAL FACTOR

**94%**

OF MARKETERS SAY CUSTOMER STORIES ARE THE BEST CONTENT

**8%**

OF B2B COMPANIES HAVE ALIGNMENT OF SALES AND MARKETING

**80%**

TOTAL CREATED CONTENT THAT NEVER SEES THE LIGHT OF DAY

**85%**

OF SALES WILL OCCUR WITH NO HUMAN CONTACT BY 2020

*Leverage Sales Enablement across your revenue generating organization.*

### Marketing

- Increase conversions, track usage & get feedback
- Win support for content creation budget
- Deliver better qualified leads to sales
- Determine which assets are valuable

### Sales

- Increase efficiency & improve time management
- Identify the best materials for each lead
- Receive real-time alerts on lead activity
- Focus on the best quality leads

### Channel

- Unify all channel communications
- See which tools are most helpful
- Track active users & popular materials
- Send alerts to engage the channel

**ro|innovation**

**go virtual | stay personal**