



## Showpad Guides Saint-Gobain's Sales Team to Success

Founded in 1665, Saint-Gobain is a world leader in the habitat and construction market and employs over 170,000 people worldwide. The company designs, manufactures and distributes high-performance building solutions to meet the challenges of growth, energy efficiency and environmental protection.

Over time, more and more of Saint-Gobain's business units have started using Showpad to manage their content and build on their sales enablement practices. Today, after seeing and documenting the positive results, Saint-Gobain has discontinued the development of its homegrown solution and has selected Showpad as its global content activation platform.

"Even our customer service department is beginning to use it," says Pierre Nappee, CTO, Saint-Gobain. "And we are leveraging Showpad to broadcast our internal information that we used to share via email."



### About Saint-Gobain

- **HQ** Paris, France
- **Founded** 1665
- **Industry** Building supplies
- **Employees** 170,000+

## Managing for complexity

### CHALLENGE #1

#### No visibility in usage of marketing assets during sales cycle

Operating in 60+ countries around the globe, Saint-Gobain's local strategies need to be managed by many different business units.

Each of these business units has its own sales and marketing organization that needs to work closely with

the central marketing team to enforce strict branding guidelines, create content, provide sales training, and implement sales and marketing technologies.

Due to this complicated structure, Saint-Gobain's central marketing team found it nearly impossible to track down and update content, or understand how it was being used in the sales process.

"We had no insight into what content our sales people were using, why they were using it, or how useful customers found it," said Jacqueline Kersey, CRM Facilitator at British Gypsum, Saint-Gobain.



## CHALLENGE #2

### Struggling to find relevant content

Each of Saint-Gobain's business units had to send sales assets to their teams separately. These assets lived on multiple systems, such as file servers, Dropbox and Google Drive. The result: the sales team found it very difficult to locate the content they needed and didn't know if they were using the most recent or relevant assets.

"Reps would be using out-of-date content without anyone being the wiser," Jacqueline adds.

*"Showpad's guided selling helps us to onboard and get sales people up to speed faster"*

Jacqueline Kersey

CRM Facilitator British Gypsum, Saint-Gobain



### GOALS

- Provide a single location for the sales team to find sales assets
- Simplify the uploading and updating of content
- Get insight into content usage and trends



### RESULTS

- Reduced the administrative burden of updating content
- Gained insight into content usage
- Guided sales to upsell and cross-sell opportunities through interactive solutions

## CHALLENGE #3

### Dealing with unreliable internet and unsatisfactory user experience

A few years ago, Saint-Gobain made the decision to equip all of its sales teams with tablets. But before Showpad, the company relied on a homegrown mobile application.

The tool wasn't great, mainly because it was difficult to use and navigate. Users had to have a reliable internet connection to access any materials, a hard thing to guarantee when you have to be out in the field. They also needed to go through a lengthy authentication process to view assets on their device. And there was no easy way for a sales rep to share content they had just presented to a customer.

"If you're showing a prospect a brochure or video, you should be able to share it with them immediately, and shouldn't need to go to the office to do so." Says Cyril Denonain, Global Communications & Digital Manager at Gypsum & Ceilings Activity, Saint-Gobain.





## Guiding the sales team to success

When new hires join Saint-Gobain's sales organization, they are expected to digest a great deal of company and product information and become subject matter experts in their space.

"For example, when a salesperson is going to address a hotel chain," explains Cyril, "they need to know what matters for that sector, like a sound insulation in bedrooms or a good speech intelligibility in conference rooms. This level of industry knowledge takes time, but the guided selling features in Showpad help us onboard and get sales reps up to speed faster."

"When a newcomer is meeting with a client and isn't familiar with one of our solutions, we can use Showpad to display a list of suggestions on how to proceed," he continues. "It can also direct more seasoned sales people towards cross-selling and upselling opportunities that they may not be aware of."

*"It let us provide the right level of support to help our sales force prepare for customer visits"*

**Cyril Denonain**

Global Communications & Digital Manager at Gypsum & Ceilings Activity, Saint-Gobain



## Organized content

With Showpad, Saint-Gobain found a solution that truly supports its complex organization structure. The company's content can now be managed easily per business unit, country and product line. And the necessary restrictions can be given to both sales and marketing in different layers of the organization.

"This gave us the control we needed," says Cyril Denonain, Global Communications & Digital Manager at Gypsum & Ceilings Activity, Saint-Gobain. "It let us provide the right level of support to help our sales force prepare for customer visits."

Showpad has also significantly reduced the amount of time Saint-Gobain's central marketing team spends updating and maintaining sales content and provided a single location for their salespeople to find content.

"Showpad is a great product to work with," says Jacqueline. "It's so simple and user friendly. As an administrator, uploading and changing files couldn't be easier."

And finally marketing now receives valuable insights in the content usage of both the internal teams and the customers.



## ABOUT SHOWPAD

Showpad delivers the world's most powerful content activation platform — one that makes your content incredibly easy to find, present, share and measure. Showpad empowers businesses to deliver their content to the right audience at the right time with the most intuitive and robust content platform. With Showpad, sales and marketing teams work better together to engage with audiences, advance conversations, inspire loyalty and accelerate your business. The Showpad platform can be deployed quickly and scales for any company.