

SHOWPAD EXPERIENCES track



Showtime 17
OCTOBER 3-4 2017

October 4 2017
Ghelamco Arena, Ghent



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BBC CREATIVITY

Showpad Experiences

by Julien Lescure
SHOWPAD

Your buyer has changed

Your buyer has changed

More informed

Your buyer has changed

More informed

Higher expectations

Your buyer has changed

More informed

Higher expectations

Experience matters

53% of B2B buyers chose a vendor based on the buying experience. (CEB)

Who is that buyer?

You

Us

Because we are digital buyers

Selling is a digital process

Secure | https://www.google.be/search?q=best+sales+enablement+solution&oq=best+sales+enablement+solution&gs_l=psy-ab.3..33i22l...



best sales enablement solution



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Showpad: Sales Enablement Platform

<https://www.showpad.com/> ▼

Showpad delivers the most intuitive sales enablement platform to make content incredibly easy to find, present, share, and measure.

Services: Commerce, Marketing, Customer Service, Sales, Billing / Revenue

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Showpad closes \$50M Series C to keep growing its SaaS sales productivity platform

Posted May 19, 2016 by [Natasha Lomas \(@riptari\)](#)



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SaaS startup **Showpad** which has built a platform designed to improve other businesses' sales productivity has closed a \$50 million Series C funding round, led by Insight Venture Partners — with Insight's MD Jeff Horing now joining the Showpad board. Existing Showpad

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Showpad, Moutstraat, Ghent


 


Showpad
4.7 ★★★★★ · 16 reviews
Software Company

 **SAVE**  **NEARBY**  **SEND TO YOUR PHONE**  **SHARE**

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 Satellite



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9 results for "showpad" Sort by Relevance


Show results for

Pet Supplies
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Refine by

Delivery Option (What's this?)
☒ prime
☐ Free UK Delivery by Amazon


Delivery Day
☐ Get It Today



Showpad TAOS, dark brown, 30x30, 75x75
£67.00 + £50.00 delivery



Showpad TAOS
by Busse
£67.00



AMKA Western Pad Colour: Brown | Western Saddle Blanket/Felt Lined (Navajo Design)

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PRODUCT

WHY SHOWPAD

PRICING

RESOURCES

ABOUT US

FREE TRIAL >



Your buyer has changed.

Have your sales reps?

Create amazing buyer experiences with the world's leading sales enablement platform.

START FREE TRIAL

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Digital contextual experiences

Why are they different?

**To support my objective
as a digital buyer**

**Why should it be different
for your buyer?**

Showpad Experiences

*Create the best buyer experiences
on the world's leading sales enablement platform*

Classic and Advanced Experiences

Out of the box Experiences templates



Content

Share

Search for content



Julien

*Show & Share



CONVERSATIONS



SUCCESS STORIES



SHOWPAD FOR MARKETING



SHOWPAD FOR SALES



ONE-PAGERS VIDEOS
& PUBLICATIONS



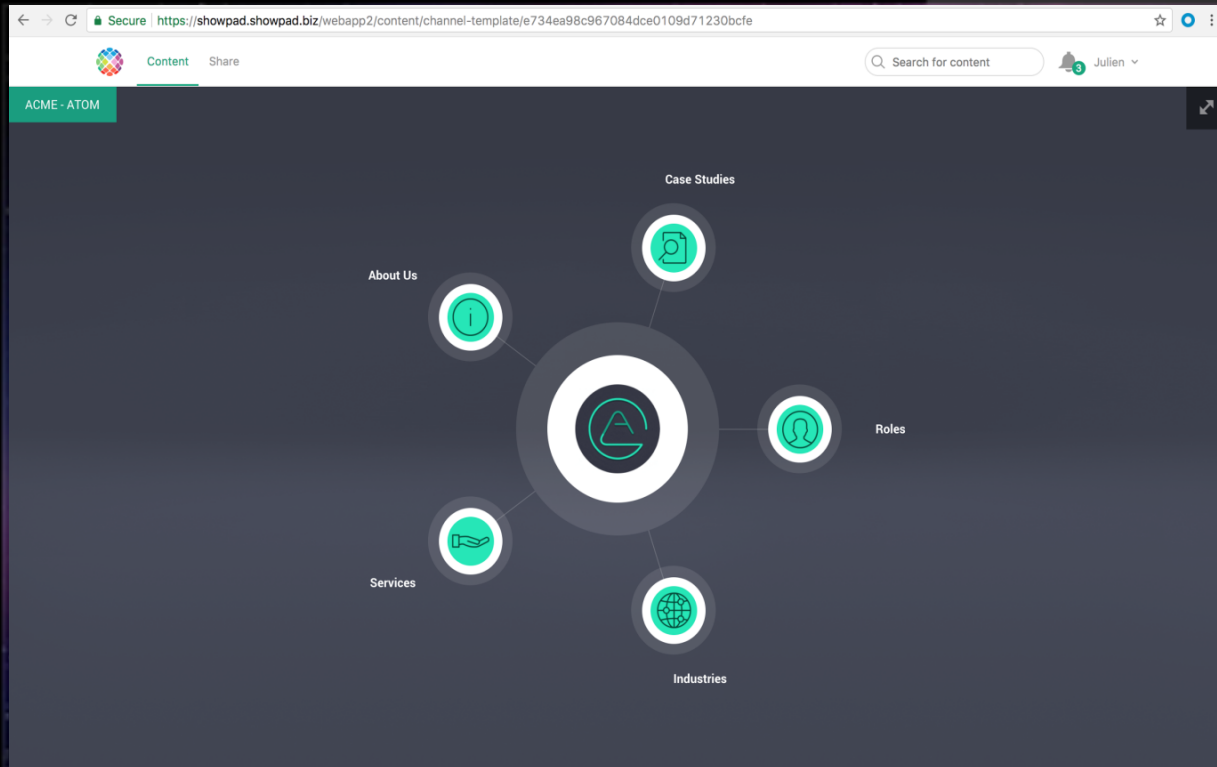
PACKAGES & PARTNERSHIPS



LEGAL, SECURITY & FINANCE



PRODUCT OVERVIEW



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Content Share

Search for content

Julien

MENU

Laboratory Manager

ACME MEDICAL

The diagram illustrates a laboratory layout with various workstations and equipment. It features two main types of callouts: green circles labeled 'Acme Green Solution' and blue circles labeled 'Acme Blue Solution'. The green callouts are connected to specific workstations on the left side of the layout, while the blue callouts are connected to workstations on the right side. The layout includes several desks with computers, chairs, and other laboratory equipment, all arranged in a complex, interconnected manner. The entire diagram is set against a light gray background with some green foliage at the edges.

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Content

Share

Search for content

3

Julien

ACME - SELECTOR

ACME TECHNOLOGY

ACME - Selector

Product type

Market segment

OS Support

Screen size

Memory

Camera

Price segment

Tablet

8 GB

3 ASSETS

VIEW

Experience Apps

Your own buyer's experience

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Content Share

Search for content Julien

OPTIV

PLANNING AND MANAGEMENT

- ☐ Planning and Risk Management
- ☐ Policies and Procedures
- ☐ Compliance Management
- ☐ Team Development

SECURITY STRATEGY

- ☐ Business
- ☐ Technical
- ☐ Threats and Intelligence

MONITORING AND OPERATIONS

- ☐ Situational Awareness
- ☐ Testing and Assessment
- ☐ Incident Response

DEFENSES AND CONTROLS

- ☐ Data
- ☐ User
- ☐ Emerging
- ☐ System
- ☐ Network
- ☐ Endpoint
- ☐ Application

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FUJIFILM
SUPERIA

Solutions



Superia supports resource conservation
as a comprehensive package



Processless
CTP



Low chemistry
thermal CTP



Low chemistry
violet CTP



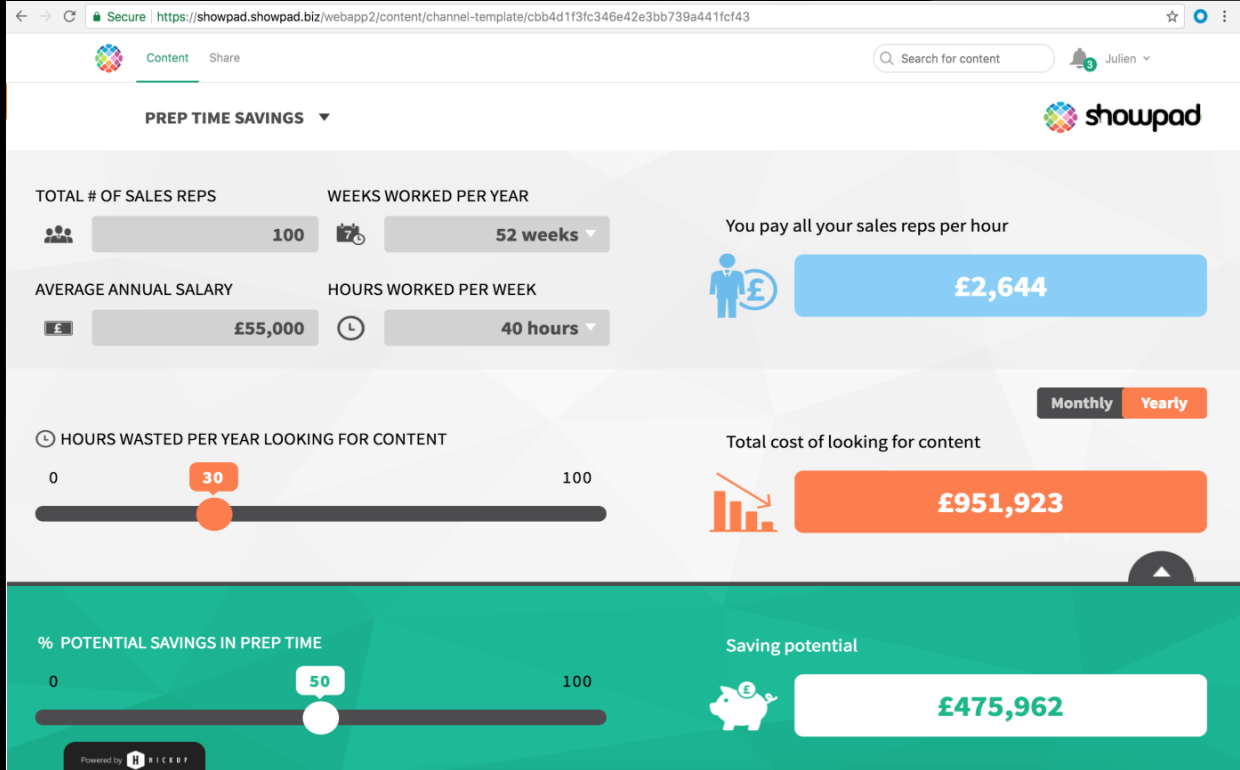
Pressroom
chemistry



Software

▲ Benefits ▲

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**Showpad Experiences
make your sales reps**

more impacting

**Showpad Experiences
make your sales reps**

more relevant

**Showpad Experiences
make your sales reps**

close more deals

Why creating and releasing your Experiences on Showpad?

Showpad is where your salespeople expect it

*Showpad is the place where all your sales content live
and every sales rep is only one update away
from the next content/experience*

You control Showpad

*Secured environment
No validation delay after yours
Instant publishing and sync*

Our templates and SDK help you save time and reduce cost

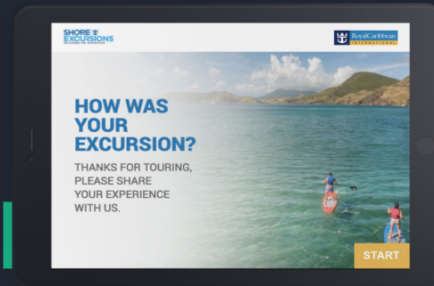
*Be cross-platform and cross-devices,
connect to any Showpad content and leverage
all of Showpad's powerful features out of the box*

BUILD YOUR OWN EXPERIENCE APP

Be creative, we take care of the rest.

Create your own buyer experience, powered by the go-to sales enablement platform both sales and marketing love to use.

[VIEW DOCS](#) >

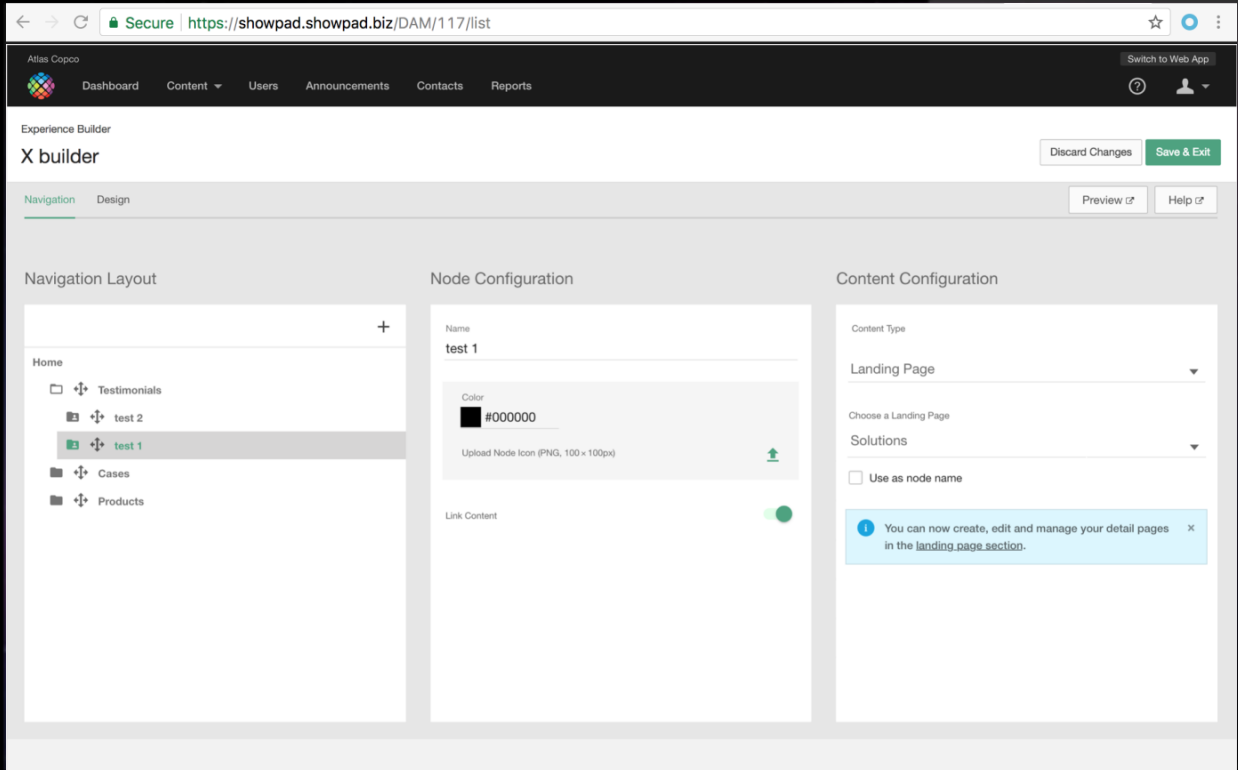


What are Showpad Experiences?

Showpad Experiences help you delight your prospects with immersive sales applications that deliver a superior buyer experience.

Our Experience builder adds value

*Create, update, edit, duplicate, templatised,
localise your experience without developer's skills
right from the Showpad portal*



Secure | <https://showpad.showpad.biz/DAM/117/list>

Atlas Copco

Switch to Web App

DashboardContentUsersAnnouncementsContactsReports

Atom Experience Builder

Experience Name

EditPreview

Discard ChangesPublish Experience

☰

📁

+

EXPERIENCE NAME

Testimonials

Products

Cases

Edit Styling

Logos

Page Style

Page Style

Font Color

Background Color

Background Gradient (Optional)

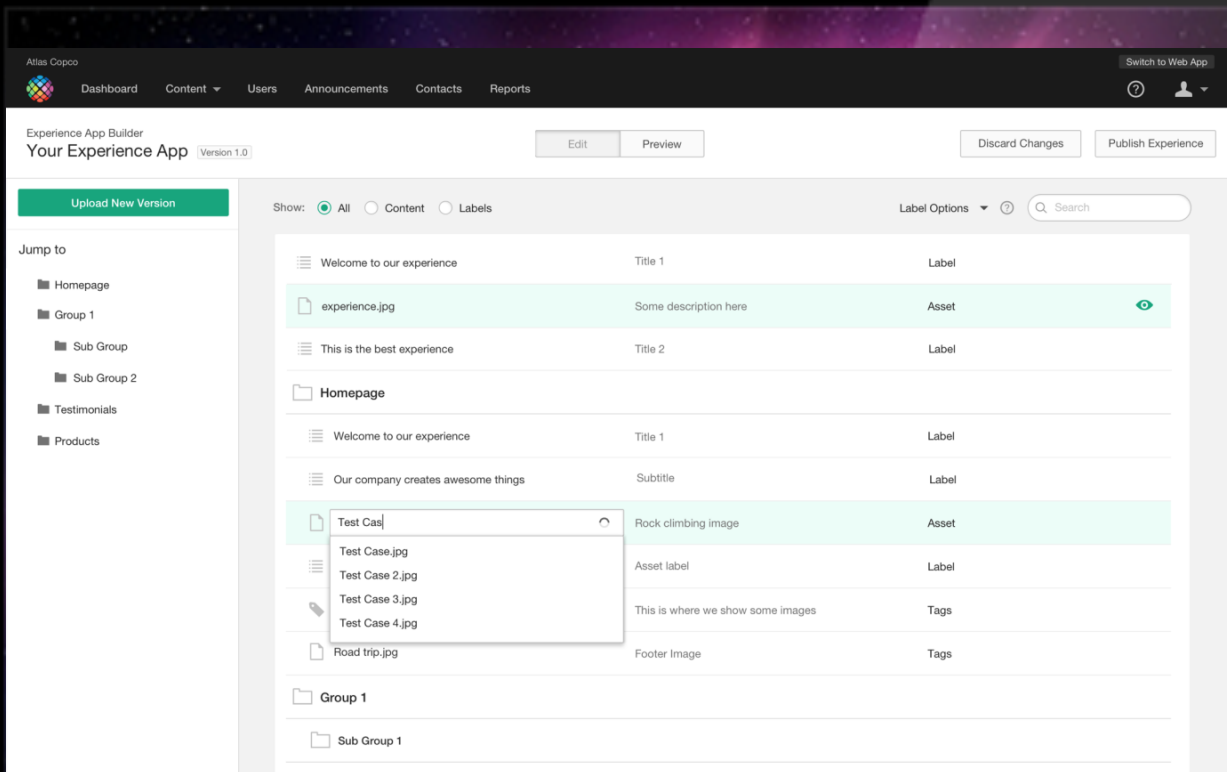
Background Image

Requires PNG format, 420x460px.

Breadcrumbs

Nodes

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Our analytics deliver centralised insights

*Embed our Showpad Conversation trackers and
check your Experiences analytics directly in
Showpad central reporting section*

The best buyer experiences are on Showpad

*Whether you use our Experiences templates or create your own Experience App, save time, reduce cost and add value out of the box with Showpad Experiences so you can focus on what matters: **your buyer***

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Extending Showpad with **Experiences Apps**

by Dieter Jaspers
BBC CREATIVITY



Thank you!

Any questions email
showtime@showpad.com



HOW WE USE SHOWPAD FOR CONCEPTUAL SELLING

JDE | PROFESSIONAL
A coffee for every cup



1.

Who are we?

B2B COFFEE CONCEPTS 9.750 CUSTOMERS

276.500.000 CONSUMPTIONS/YEAR

MASS MARKET



LARGE BUSINESS



HORECA



HEALTH & CARE



A PORTFOLIO COMPRISING SOME OF THE MOST WELL-KNOWN COFFEE BRANDS



What's your story?

*We believe everyone deserves
the coffee they love*





2.

Until now

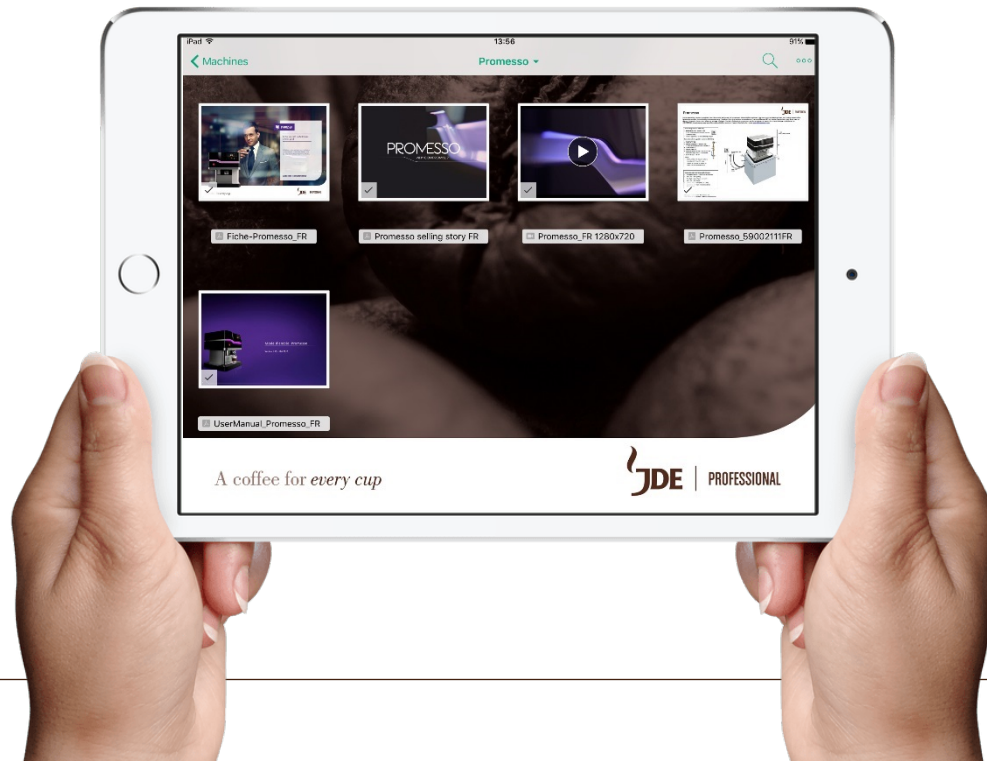
SHOWPAD AS A PERFECT SALES PRESENTATION TOOL

About the
customer

About us

Interactive talk about our concepts

Follow-up



SHOWPAD: GOOD RESULTS IN USAGE

**SALES
TOOL**



**ASSET
LIBRARY**



**INTERNAL
COMM.**

TRAINING

CONTACT MANAGEMENT

80%



printing costs

YEAR 1: -71,5%

YEAR 2: -54%

20%



HAPPY SALES TEAM & CONVINCED PROSPECTS



Showpad allows me to hold more **personalized sales conversations** with the **different types of buyers**

I'm facing. A lot of times the **conversation can quickly shift directions** and with Showpad, I can easily **respond to this** without losing my trail having to look for all kinds of documents.

[account managers]

It's great that Showpad is **available offline**. I don't have to deal with looking for wifi, searching for documents, connecting to a beamer, etc. I can just take my iPad and sit next to the buyer which **allows for a more open conversation**.

Negotiations in my sector can take up to a year to be finalized so it's **great that I can see which content I have already discussed and shared** with all relevant contacts in the past and **what they were interested in**. It shows my involvement and gains trust.

HAPPY MARKETING TEAM

Because our sales team uses Showpad on a daily basis, I also use it as **a tool to share new product information** and presentations with them. This way I'm sure that my colleagues always have **up-to-date information at hand** and they **tell the right story**.



[channel marketer]



3.

Times have changed

OUR BUYER HAS CHANGED

Today's customer

- is more involved
- is better informed
- has higher expectations
- wants a personal approach

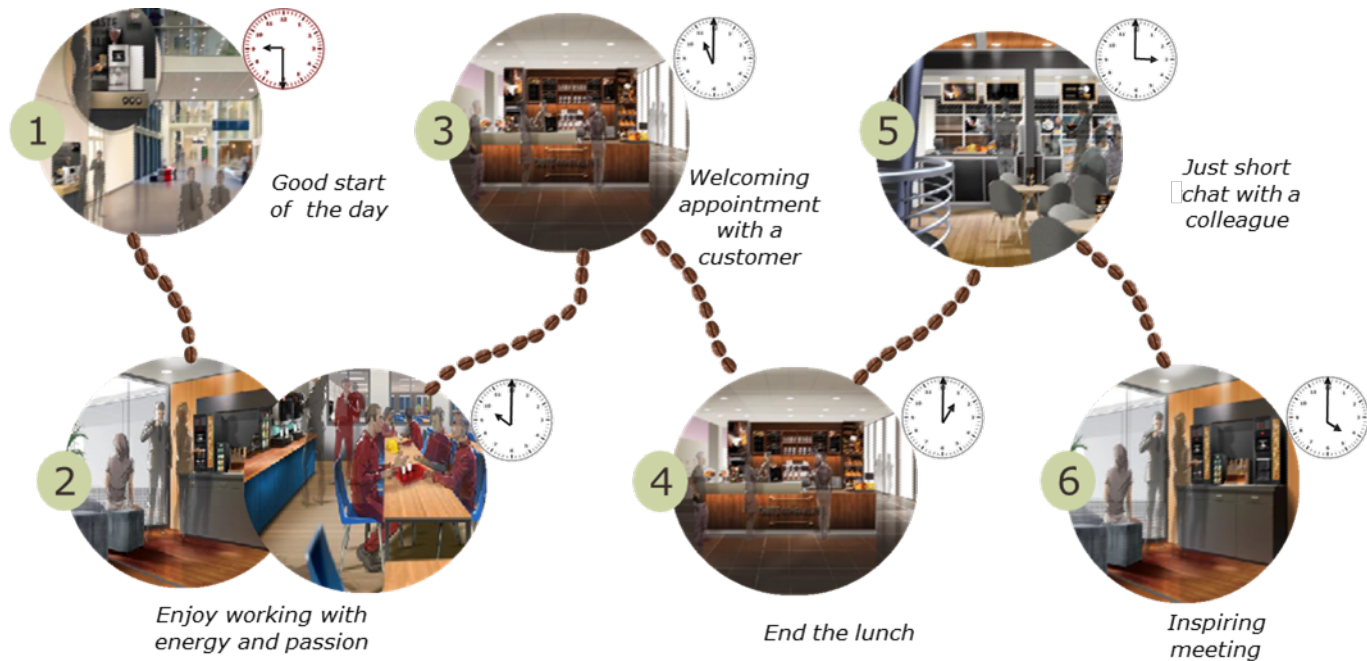
We need to add **more value** to the conversation
by bringing a **personalized experience**

What's your story?

*We believe everyone deserves
the coffee they love*



PERFECT FITTING SOLUTIONS BASED ON NEED STATES OF THE CONSUMER



EXAMPLE COFFEE AT WORK | warm welcome



THE BEST FIRST IMPRESSION



**A BARISTA INSTEAD OF A
RECEPTIONIST**



**TIPS & TRICKS FOR HOSPITALITY
AT THE WELCOME AREA**

EXAMPLE COFFEE AT WORK | inspiring meeting



**ENERGY BOOST FOR
CREATIVITY**

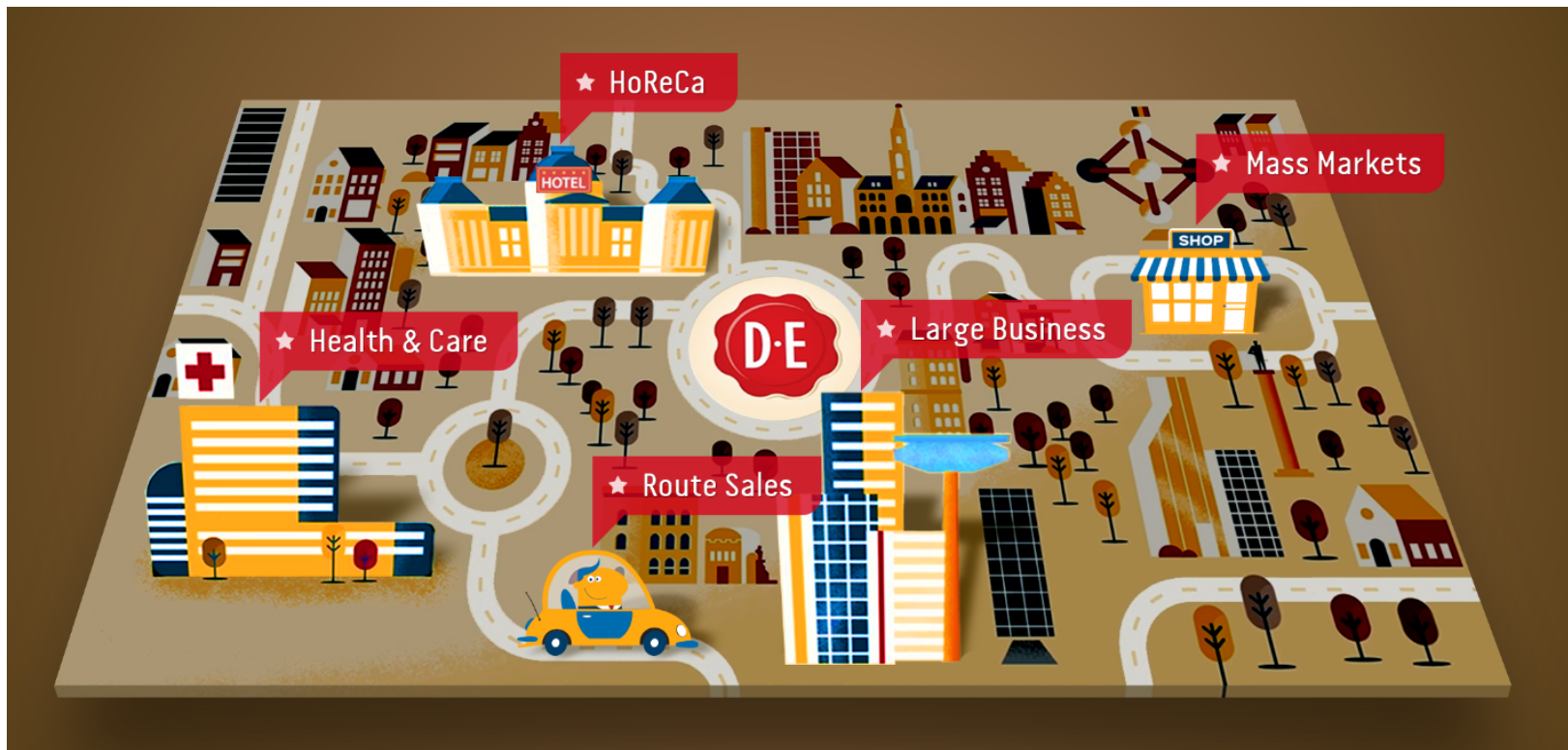


**HIGH QUALITY COFFEE
AT ALL TIMES**



**IN ROOM SOLUTION OR CLOSE
TO MEETING ROOMS**

HOW SHOWPAD EXPERIENCES ENABLES OUR STORY



THANK YOU !



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