



# Sales Applications: Build vs. Buy

**klyck.io**

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# Build or Buy?

Companies are always looking for ways to improve their core business processes and employee productivity. They're now turning their attention towards sales technology applications. However, the burning question is, should these companies build their apps in-house or should they purchase ready-made solutions?

There are many things to consider before making a purchase decision, including:

Costs

Investment

Time

Maintenance

Resources

Features


Development

Training

Top-performing companies find that purchasing a customizable sales app from a proven vendor is the way to go.

This whitepaper will cover five key reasons why a pre-built app is right choice for you.





*"Your business is a dynamic, evolving organization, so it makes sense for your software to adapt and grow with your company as well, and not remain static."*

*([Cohn](#), 2014)*



# Empower Sales to Focus on Selling

Too many companies are wasting their valuable time and resources on developing their own sales content solutions. When building from scratch isn't necessary, especially when adopting a sales solution.

When the iPad launched back in 2010, mobile sales content became a must-have for world-leading sales forces in the finance, life sciences, and manufacturing sectors. Sales content enhances the buying experience, increases productivity, and drives quota attainment.

Fast forward 7 years, and now the most innovative sales solutions on the market allows companies to focus on taking care of their core business processes while letting their sales professionals and channel partners focus on selling.



# Don't Reinvent the Wheel

When it comes to sales solutions there is no need to reinvent the wheel. Take sales training for example. Effective training requires a heavy investment of time and resources, and it could make or break an in-house app implementation. Building an in-house sales solution requires the right personnel to train users, and many companies don't have the necessary resources to successfully deploy a platform, especially one that requires continuous up-keep. Without active and committed support a sales application initiative simply won't succeed.

Technology changes fast and staying up-to-date is a real challenge, especially with an in-house app that can easily become outdate or irrelevant. By wasting time reinventing the wheel you could be missing out on the opportunity to be at the forefront of the advancing technology landscape.

When compared to building an in-house app, the following reasons demonstrate the efficiency in time, management, and support that leading companies achieve with a ready-made sales solution.

# Too Many Stakeholders, Too Many Opinions



01

Building an in-house sales enablement platform is often unmanageable, as everyone wants to have their say in the process. Whereas, pre-built apps offer experienced assistance in implementation and customization so that each stakeholder can use the platform to their own advantage.

With a content management solution, sales professionals and channel partners have access to their content during sales calls; marketing can easily publish, control, and manage content; and admins have pertinent insights into sales funnel activities.

# Library of Features

Pre-built apps provide you with enterprise-level sales solutions, containing a myriad of essential, time-saving features. A lot of the time, when an app is built from scratch these crucial features can be missed.

Creating an app means continuously building and improving upon it, resulting in the need to invest more time and resources. In an effort to keep up with the demand, you will need to continuously update your app, whereas a pre-built solution comes ready-made with everything your sales teams need.

02



## Time to Launch

A pre-built sales content management application is an off-the-shelf solution that improves product time-to-market. Instead of spending months to launch, an enterprise sales app allows you to hit the ground running.

Building your own app can take six to nine months just to pilot! With a proven app, you're ready to launch. When searching for a sales app be sure to determine which features and customization options are available at each price point, and choose the solution that will satisfy your business needs.

03

## Bug Fixes

Bugs and updates are second nature to app vendors. The possibility for downtime fixes is not a concern for enterprise-level solutions. Developing an in-house team that can build an app often results in a lot of technical and infrastructural issues.

04

With a pre-built solution you receive continuous product and customer support from an experienced third-party provider that has the appropriate resources for handling these technical problems.

# The Flexibility to Move On

Agreements with application vendors are typically on a per license basis and the majority are based on monthly or annual agreements.

If for any reason you find that your solution isn't scalable or things are simply not working out, once the contract is over you can cut ties and move on.

05



# The Big Question

The reality is that an in-house sales application, requires a tremendous investment of time and resources to build, configure, manage, and operate. It's often the case that there are extra costs associated with continuous maintenance and feature upgrades.

Where as a pre-built solution, is one that evolves to meet your needs. As a company, do you really want to be responsible for building, managing, and maintaining an enterprise application? Consider putting your needs in the hands of the experts with the proven ability to take your sales force to the next level, with a scalable solution that works for you and your team.

The final question! How much does KLYCK cost? The monthly cost per user is approximately \$36!



# What is KLYCK?

klyck.io is a well-respected Canadian company with satisfied customers in over 30 countries around the world. Our customers have benefited from our unique value proposition as a provider of an innovative sales content management solution built for manufacturing companies.

KLYCK is empowering the next generation of sales professionals, by providing unprecedented visibility and insight throughout the entire sales process. We enable sales and marketing executives to engage with customers across all channels and devices – from a single platform – providing accountability and measurement. KLYCK offers next-generation analytics, ensuring that the right message reaches the right person at the right time, increasing sales and customer success.





# Interested in learning more?

Contact us [sales@klyck.io](mailto:sales@klyck.io) or  
reach us by phone at 416-304-9488

