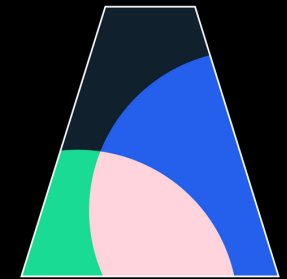


Revolutionizing How B2B Teams Sell



Animis

Revolutionizing How B2B Teams Sell

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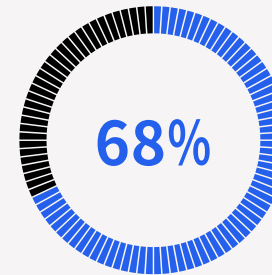


B2B SALES IS IN CRISIS

B2B sales is at a critical juncture and the numbers tell a painful story. Current sales methods are failing with win rates in decline, customer frustration on the rise and rep burn-out at record levels. This is despite sales teams having access to more advanced sales technologies to enhance productivity than ever before. Something is clearly not working.

It seems nobody is happy. Customers are frustrated with low value rep interactions. Sellers are overwhelmed with large workloads and a complicated tech stack that does little to improve performance, whilst Leaders struggle to grow revenues and retain talent with few behavioral insights to help sellers improve performance.

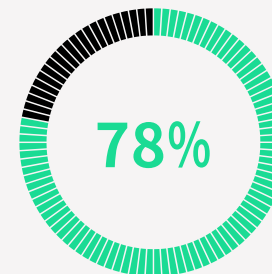
Add to this the continuing shift to remote working and the need for greater team autonomy and decentralized decision-making and you can see why there is growing momentum for a different kind of sales future.



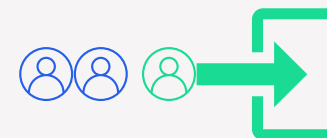
of organizations are missing sales targets



Every 2 in 3 reps are close to burn-out



of buyers disengage due to poor experience with sales



35% annual attrition rates for salespeople in tech

BROKEN SELLER EXPERIENCE = POOR RESULTS

Today's sellers are overwhelmed with multiple sales platforms that increase workloads, disrupt the sales journey and make selling more complex.

Sellers lose more and more time managing customer opportunities across as many as 10 different platforms, with no single view of the customer journey and few insights to help revenue teams work together to advance the sale. There is no single-source platform of truth where teams can collaborate to drive the sale forward and win.

As a result, teams struggle to take control of the sales journey. The customer experience suffers and decision makers quickly disengage, frustrated with the buying experience.

It's perhaps not surprising that so many young sales professionals are leaving the industry after just 18 months, disillusioned with outdated methods that fail to enable them to provide the value their customers expect. With so much at stake, it's time to rethink how we enable B2B sales teams to engage with customers on their terms and win.



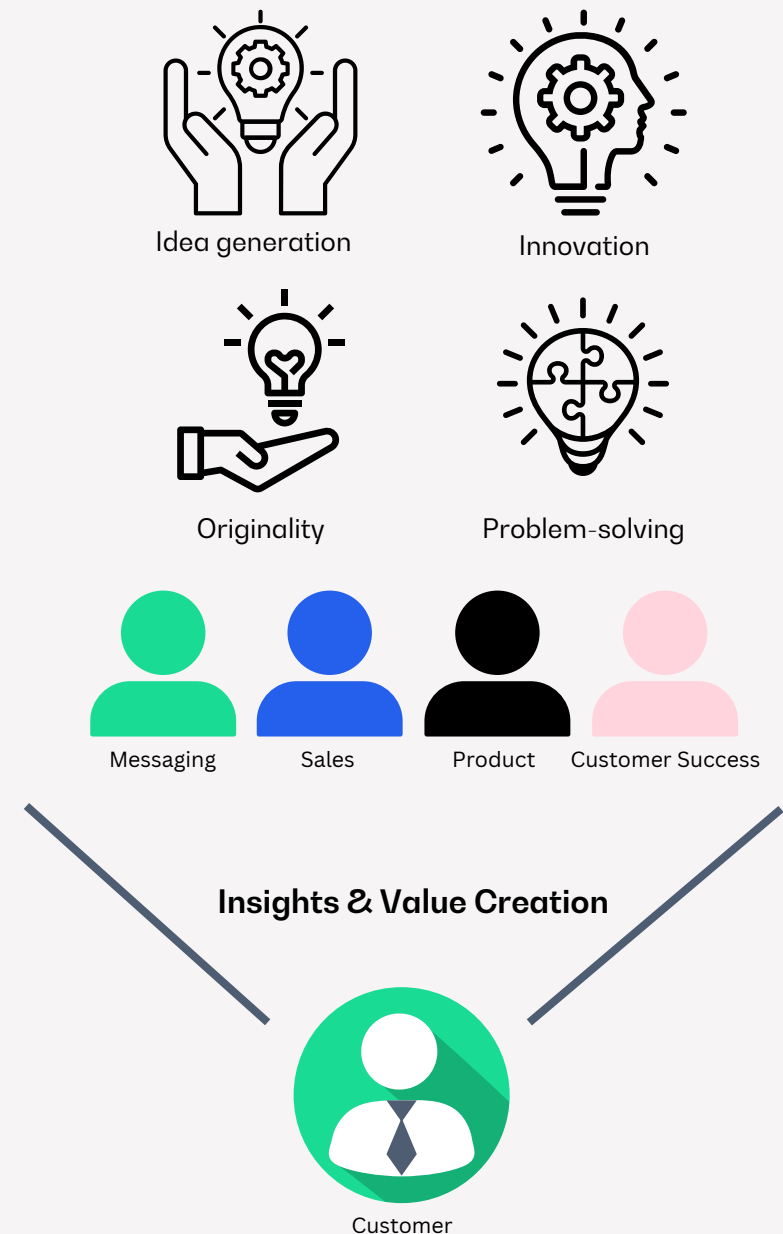
Multiple Platforms
Increased Stress
Reduced Impact

UNLOCK SALES COLLABORATION & CO- CREATIVITY

People have an innate capacity for collaboration and co-creativity, yet most organizations don't tap into these capabilities to create meaningful customer value and revenue growth.

Instead, many revenue teams operate in silos with little opportunity for real collaboration to create the personalized experiences and insights their customers demand. Teams are often misaligned with different priorities and simply fail to provide enough compelling reasons for buyers to engage and explore opportunities.

Increasingly leaders recognize this challenge and are looking for new ways to break down silos and enable more effective collaboration across revenue teams. They know they need to do a better job of enabling sales collaboration and co-creativity if they are to stay one-step ahead of their customers' demands. To get there, we need to break the current mental model of B2B sales and reimagine a world where we enable collective performance and prioritize customer value creation to help teams regain control of the sales journey. A future of deep collaboration that puts the customer back at the heart of B2B sales.



ANIMIS. ADVANCED SALES COLLABORATION FOR ACCELERATED REVENUE GROWTH

Animis is the first advanced sales collaboration platform that provides the integrated tools, workflows and behavioral insights your teams need to power high performance selling and accelerate revenue growth.

No more siloed teams, disconnected workflows and frustrating insight gaps that leave teams in the dark and make selling more complex.

Animis seamlessly integrates into your existing sales productivity stack, giving revenue teams a single view of the sales journey, with guided collaboration and real-time actionable insights to maximize opportunities and accelerate revenue growth.

Its the people collaboration platform that unlocks the collective capabilities of your teams to elevate the customer experience with meaningful value at every touch-point in the sales journey.

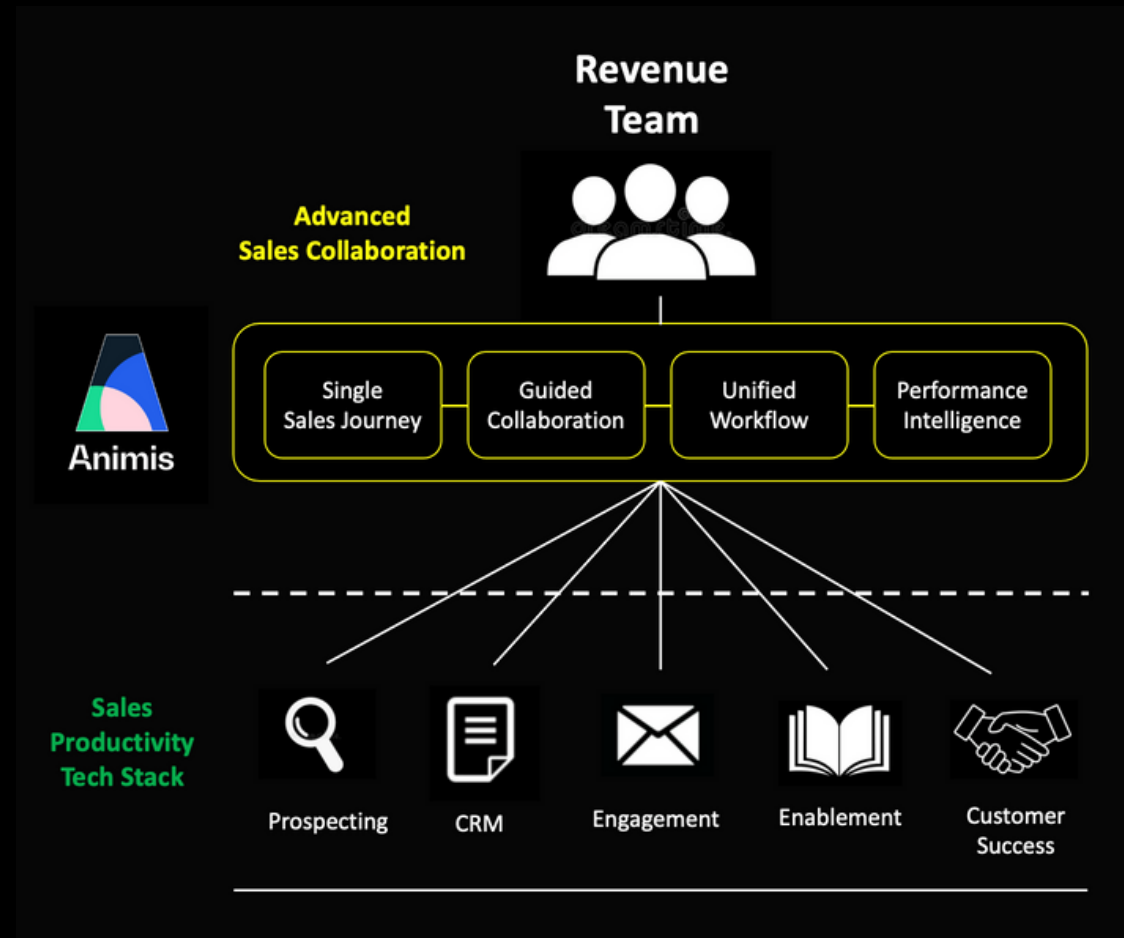


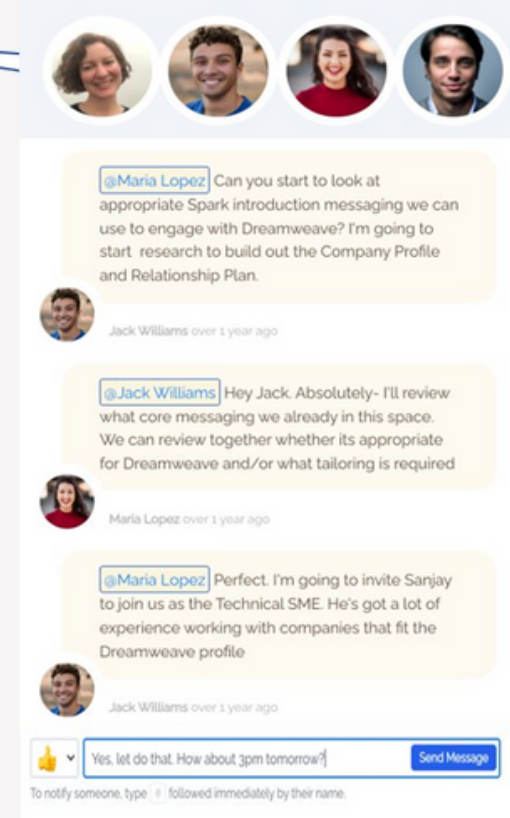
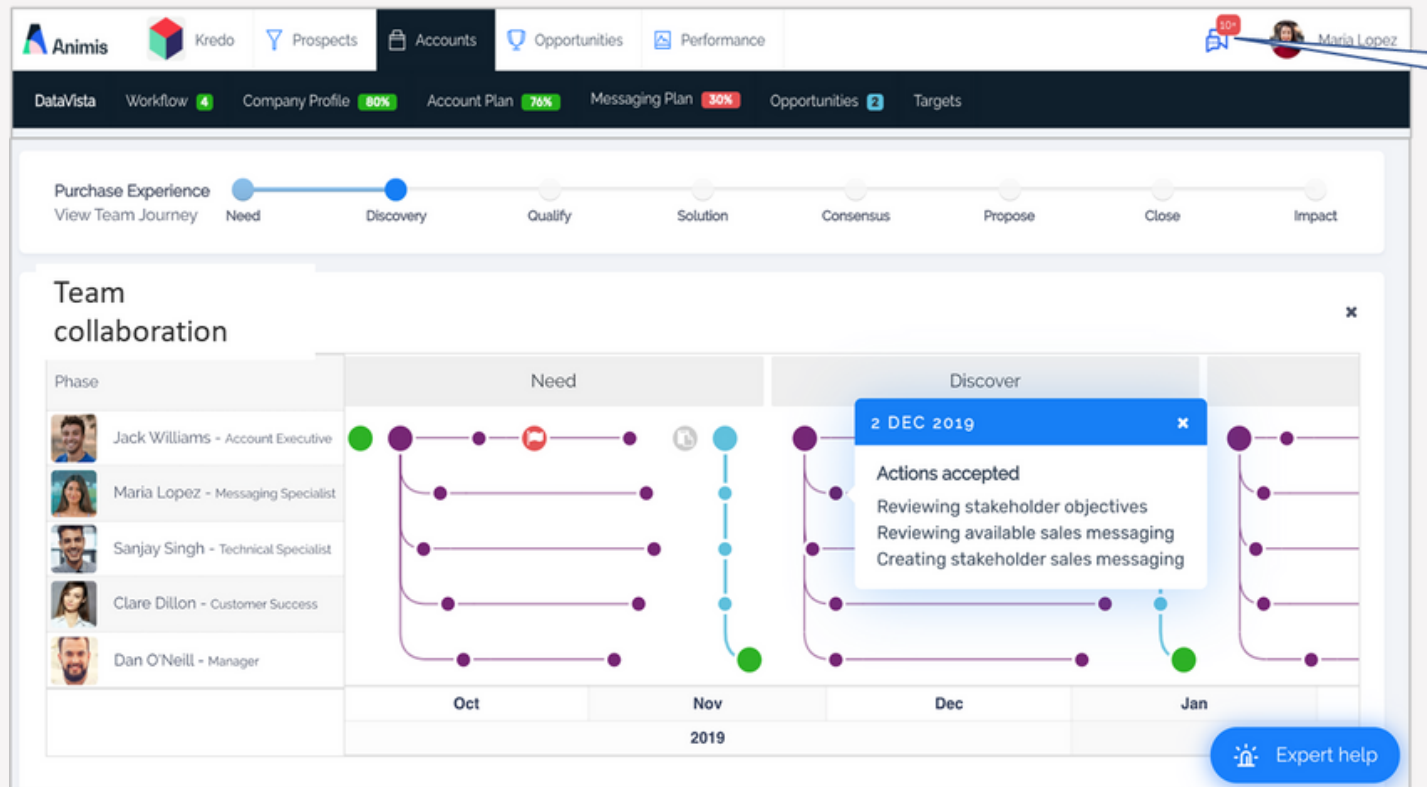
INCREASE THE POWER OF YOUR SALES PRODUCTIVITY STACK

The Animis sales collaboration platform sits on top of the current sales productivity stack, unifying workflows and consolidating customer touch points into a single view, so that revenue teams can make better decisions at every point in the customer journey.

Join the dots between disparate platforms to enable teams to take control; see team collaboration in action; recognize individual contributions whilst giving teams the insights they need to engage with customers on their terms.

With seamless integrations to Hubspot and Salesforce Animis is enabling teams to go beyond outdated ways of selling by unlocking the true collective capabilities of their people.





Animis powers guided sales collaboration, bringing revenue teams together to create tailored growth strategies & personalized buyer messaging at scale.

See team collaborate in action. Gain visibility of individual contributions. Build a culture of trust, accountability & winning together.



Message Hub

Animis Dan Content Library Test Prospects Accounts Opportunities Performance DannyJ O'Neill

Kredo Prospects Accounts Opportunities Performance Jack Williams

DataVista Workflow Company Profile 80% Account Plan 76% Messaging Plan 30% Opportunities 2 Targets

HOME / TEAMS / KREDO / ACCOUNTS / DATAVISTA / WORKFLOW / PHASE 4: BUILD COMMERCIAL INSIGHTS

Active Phase 4: Build Commercial Insights COMPLETE PHASE ALL PHASES

Workflow: Animis: High Performance

SUGGESTED TASKS

- Team Review (Mid-point)
- + Add Task

ASSIGNED

- Establishing Strengths & Differentiators
- Review Objectives
- Design Commercial Insights
- Test Commercial Insights (Mobiliser)

ACCEPTED

- CS Input & Expertise
- Team Review & Iteration

FOR REVIEW

- SME Input & Expertise
- Develop CI Messaging
- Develop CI Messaging
- MS Input & Expertise

EXPERT HELP

As a team, work together to create a **Strategic Relationship Development Plan** to identify and engage with key influencers, stakeholders and decision makers.

Plan for each engagement, define objectives and desired outcomes.

Prepare with high quality, tailored sales messaging. Leverage the strengths and expertise of the team to demonstrate value and create differentiation.

The key objective is to create stakeholder demand and consensus for your products and services

Design Commercial Insights

Recommended Tasks

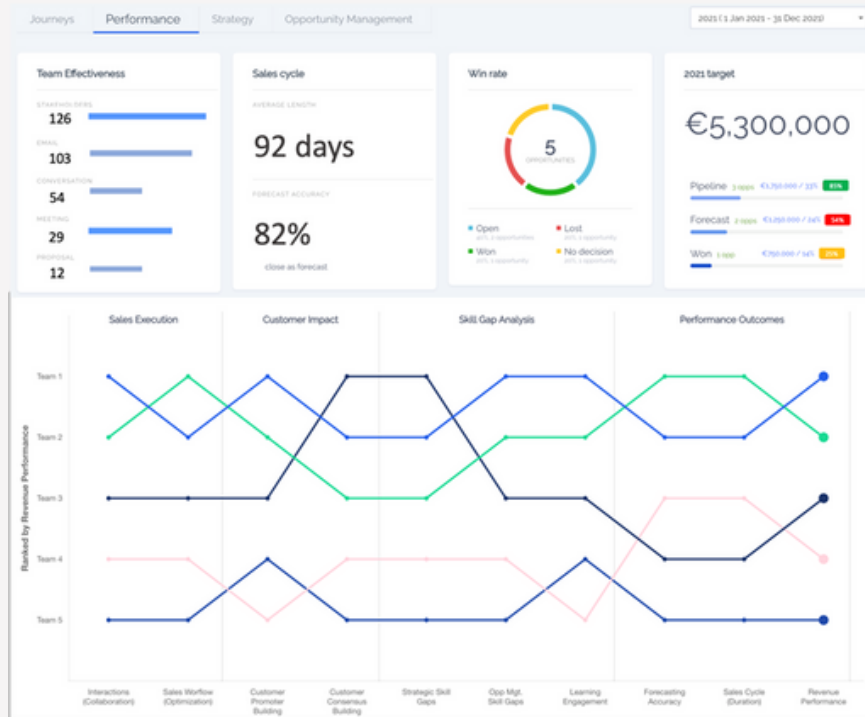
- Design new commercial insights to reframe customer view to future desired view.
- Ideate to create individual stakeholder messaging to reframe thinking from current to desired view.
- Make connections between solution and future customer outcomes.
- Work with Messaging Specialist to build content development plan

Edit Details Close

Animis guides team selling with advanced performance workflows and proven sales messages to build buyer demand. Animis auto-assigns team members with tasks and responsibilities at each stage of the sales journey to maximize team selling effectiveness.

See how teams work together to generate demand, manage opportunities & build consensus to buy.

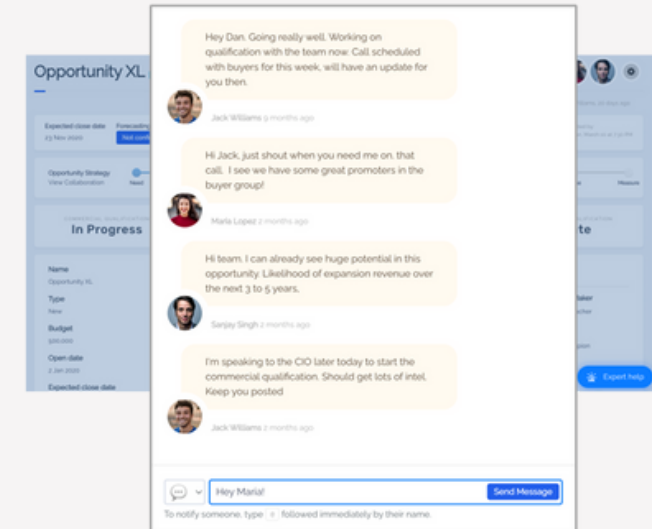
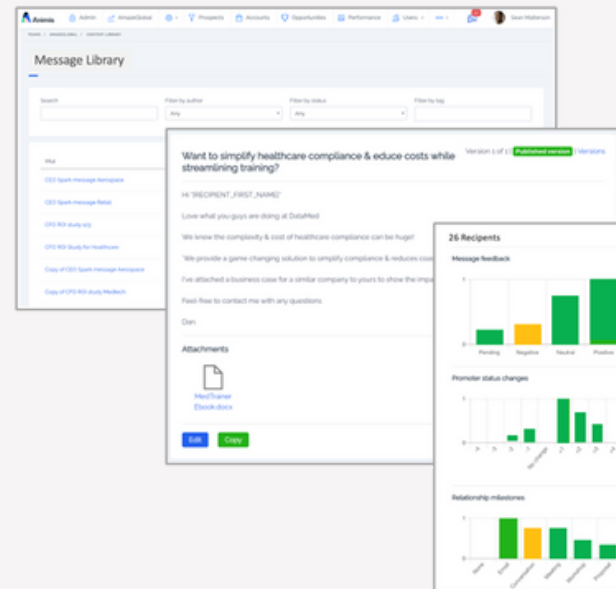
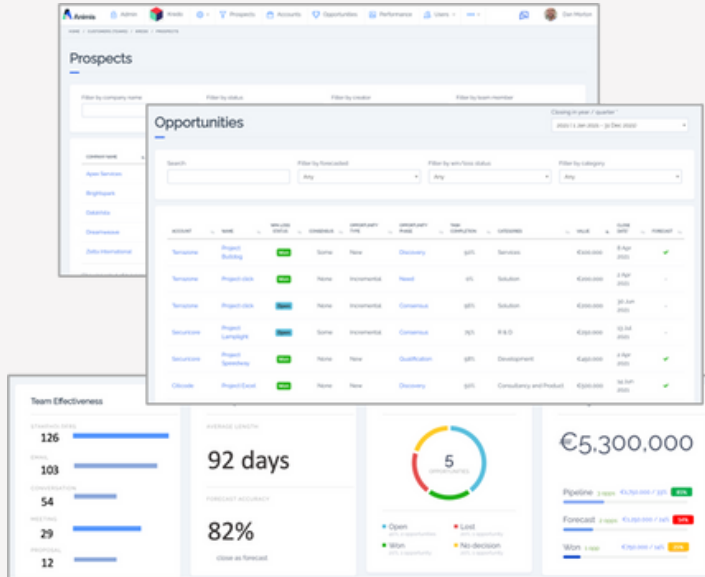
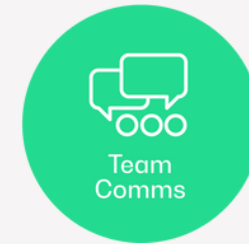
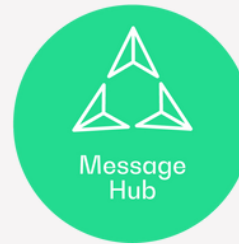
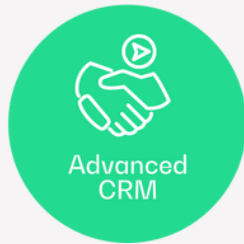




Understand sales behaviours. Replicate what the best teams do differently to win, with actionable insights & recommendations to scale advanced performance selling across teams.

No need to wait for top-down performance reviews. Animis empowers teams to make better performance decisions on their own - key to success for today's remote sales teams.





Seller Enablement In-the-Flow

Seamlessly interconnected Seller Enablement tools including Advanced Sales CRM, Message Hub and Team Communications to streamline seller workflows and simplify customer analysis and decision making.

All this, while using data analytics & machine learning to help leaders from across the business optimize team structures, workflows & messaging to accelerate revenue performance.

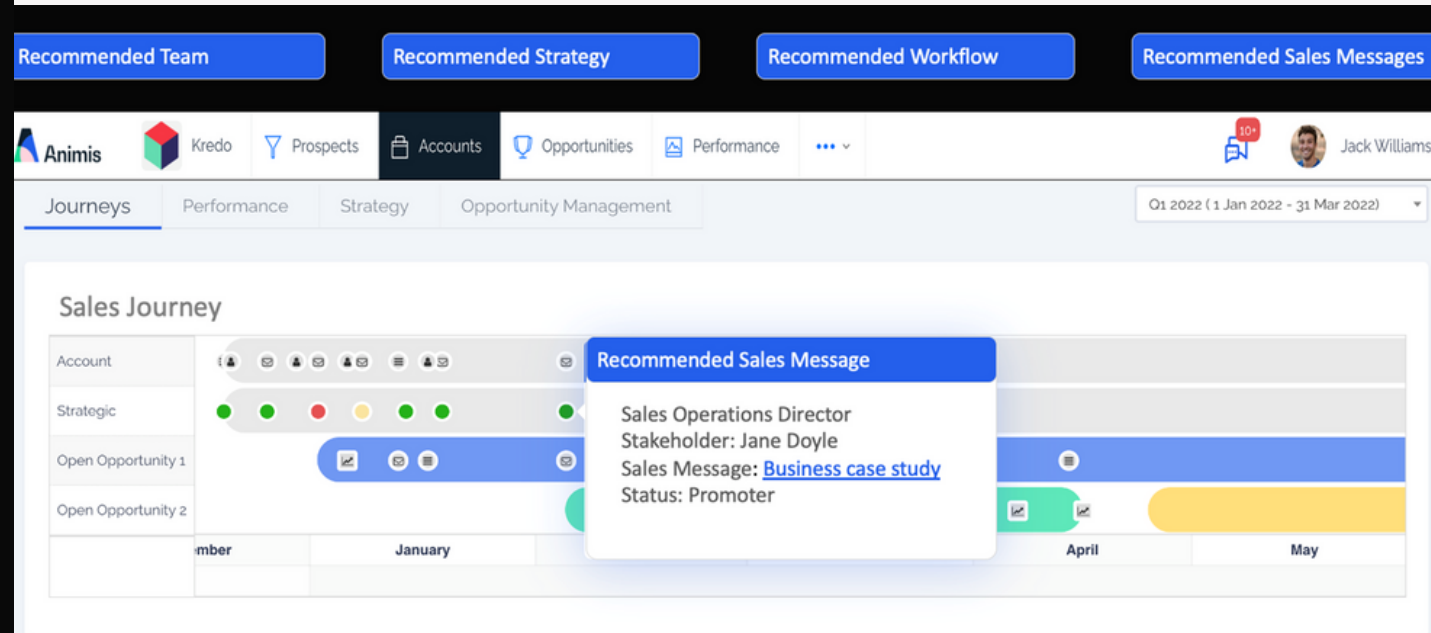
Insights for Revenue Optimization

Animis enables:

Marketing leaders to always know what the best buyer messages are to accelerate the sale.

Operations leaders to know what factors really drive revenue predictability.

HR leaders to understand what critical skills they need to hire and develop within the business to accelerate performance.



4 Easy Steps to Set-Up

1

Team set-up: simple & intuitive team design, role creation & task allocation. Customize for your business needs. Easy to update and modify as your team grows.

2

Sales workflows: easy to create sales workflows that align and coordinate team activities at every stage of the customer journey. Create custom workflows for different Sales lines of business to tailor team engagement and optimize performance.

3

Message Hub: save proven sales messages to your Animis Message Hub so that your teams always have access to the latest best-performing messages that win at sparking buyer engagement and building consensus.

4

Quota setting: add revenue lifecycle targets to the Animis integrated performance tracking tool to activate real-time sales performance dashboards.



Animis provides free virtual onboard training to upskill and train your teams for maximum impact and continued success.



Animis



Your Advanced Selling Starts Here

Arrange a chat, ask me a question or
request your personalized demo of
the Animis platform today.

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