Forrester Total Economic Impact™ of Showpad

EXECUTIVE SUMMARY

The trend toward sales enablement has skyrocketed in the last few years as companies recognize how important sales enablement processes are to accelerating the sales cycle and creating engaging experiences for buyers.

But how much of a bottom line impact can sales enablement have? There's a definitive answer from a respected resource in a **Forrester Consulting Total Economic Impact™ study** commissioned by Showpad in March 2020. Forrester Consulting is a leading global research and advisory firm. Forrester interviewed two Showpad clients and, based on their combined experience, conducted a Total Economic Impact™ (TEI) study to measure our platform's bottom line impact.

Here are the key takeaways from the Forrester TEI report:

516% **ROI**

Forrester analyzed costs associated with Showpad including licensing, training and implementation over three years against the platform's benefits to calculate a return on investment (ROI) of 516%.

25% **REDUCTION IN ONBOARDING TIME**

The Showpad platform streamlines onboarding, training and coaching which helps get new hires into the field quickly. Forrester calculates Showpad reduces onboarding time by 25%. And because training materials are scalable and available on any device, new hires can access them anywhere, any time.

10% **INCREASE IN SALES**

Because Showpad puts the right information at every salesperson's fingertips, Forrester calculates that it increases sales by 10% per rep. The platform saves sales reps time by making relevant content easy to find, personalize and share on any device. And it increases efficacy because sales reps have the training, content and support they need to exceed buyer expectations every time.

25% **INCREASE IN PRODUCTIVITY**

Showpad helps sales and marketing teams collaborate efficiently to produce the content buyers need. The Forrester study shows the platform improves marketing professionals' productivity by 25%. It centralizes all sales collateral so it's easy to access, update and share materials. Powerful analytics identify the most impactful content so marketing can focus on producing only the best, most relevant materials for sales.

IMPROVED CUSTOMER EXPERIENCE

Showpad makes it easy for sales reps to deliver better, more personalized information to buyers. That helps build a stronger rapport, saves customers time and facilitates their decision-making process.

BETTER ALIGNMENT BETWEEN SALES AND MARKETING

The Showpad platform streamlines work processes and improves collaboration between sales and marketing. Powerful analytics help the two teams produce the best content to support the sales cycle.

TOTAL FLEXIBILITY

With one platform that combines onboarding, sales, marketing, training and coaching tools with powerful analytics and artificial intelligence, Showpad is versatile and designed to grow with sales and marketing teams.

Here's what Showpad customers are saying about the platform:

Director,
product marketing,
technology industry

"It is estimated that onboarding ramp has been reduced by 20-30% and saves the trainers approximately 20% of their time."

"We've seen some escalated sale cycle time and some decreased ramp time for new hires."

Senior manager,
global sales enablement,
healthcare

"Having less places to have to go and update and put content, it's of huge value for marketing too."

Want more details?

Download the full Forrester Total Economic Impact of Showpad™ report.

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