# ENRICH YOUR SALES CONVERSATIONS WITH TARGETED PRODUCT CONTENT

WHAT IS ZOOMIN FOR SALESFORCE SALES?

Today's sales and presales engineers require more than just basic information when speaking with a prospect. They need proven, in-depth technical sales collateral that answers the need of the customer as well as access to precise topics that answer prospects' questions. Automatically recommend relevant product information based on prospects' interests, challenges and roles. Enable sales engineers to access and easily share the precise product information that prospects need. Deepen customer interactions with personalized collateral that addresses the specific concerns of prospects and customers.

FEATURE HIGHLIGHTS
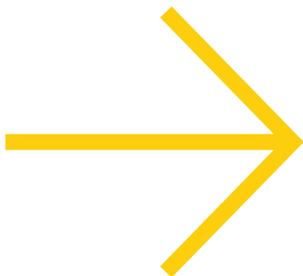
- Relevant collateral automatically presented to sales team based on lead's product interest, role and history.

- Results can be filtered further based on predefined customer and product characteristics.

- Sales team can create an on-the-fly customized eBook based on the prospect's specific interests, questions, and pain points.

- Documentation topics or collateral can be instantly shared with an unbreakable live link within the email conversation.

- Tracking and reports on popularity, shares and views of documentation topics and sales collateral.

Answer prospect concerns with product content

Leverage the power of your product content to improve sales conversations. Enable your sales team to use targeted product information to address prospect pain points and concerns. Recommended product topics or collateral are then linked to the lead, opportunity, or contact for continued reference.
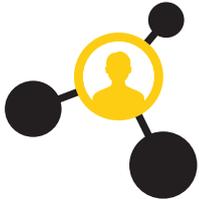
Easily share information with prospects

Your presales team can share any topic with a prospect at a click, sending a live link within a conversational email. Zoomin for Salesforce Sales indicates when the recipient has opened the link so that your agents can initiate a continued dialogue with the prospect at the right time.

Create personalized collateral for targeted selling

Give prospects the information they are asking for, in a format personalized for them. Sales engineers can select one or more product topics and generate a customized eBook for specific sales prospects. The eBook is produced according to corporate guidelines, including security watermarks and a personalized appearance.

Gain powerful reporting & tracking

Learn how useful your product content is and optimize it for the future. Refine your sales strategy and customer dialogues with powerful reports. Zoomin's analytics show the actual usage of content in sales conversations, including the number of links or eBooks generated and sent to customers and how many customers looked at a specific link or eBook.