

## Sales Collateral Management Solution

### **Are you losing business opportunities because your sales team can't get their hands on the right material?**

Do your sales people waste time searching several locations for the document, presentation or other collateral they need, and then wonder when they do find it if it is the most up-to-date version? If so, we can help!

RDA's Collateral Management solution is a comprehensive system for creating and managing sales and marketing collateral and developing targeted messages and campaigns for specific scenarios and clients.

The solution is appropriate for any business that relies on documents, presentations, and other types of collateral to support its sales and marketing efforts. Developed using Microsoft SharePoint, the solution leverages technology investments already made by your company.

### **Benefits**

#### **Improved Customer Service**

Your company's Sales and Marketing managers are able to equip their teams with a digital marketing solution that enables them to deliver focused campaigns and respond to opportunities quickly. Improvements in process efficiency and effectiveness enable your organization to be more responsive to the needs and requests of your customers.

#### **Improved Accuracy**

Your sales reps and other users benefit from accurate, relevant messaging that is consistent in its format, branding and professionalism. This solution is an effective tool for managing dynamic content so that it does not become irrelevant, obsolete or supply incorrect information (such as outdated product lists, pricing sheets, legal specifications documents, etc.).

#### **Improved Efficiency**

Team members are able to quickly create highly targeted sales packages for any number of clients and sales opportunities using a simple tool. Content creators are able to spend more time focusing on developing effective, creative messages.

Better Customer Service, Improved Accuracy, Improved Efficiency → **Increased Revenue**

### **Advantages**

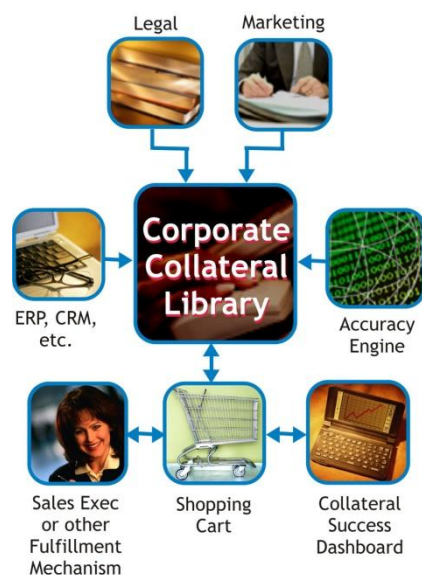
Advantages of our solution include:

- It is custom tailored to meet your specific needs.
- It is a more flexible alternative to generic document management solutions which are not designed for the rapid fire world of sales and marketing and tend to be more appropriate for legal or HR.
- Developed using Microsoft SharePoint, the solution leverages technology investments your company has already made.

## How it Works

Marketing, Sales, and administrative/support professionals create, update, and archive material housed within a SharePoint portal environment. The portal is populated with documents, presentations, templates, "boilerplate" text, graphics, and a variety of other types of content. All content is tagged with specific meta data that associates it with a particular industry, business problem, or other relevant detail.

Sales reps and other users search for collateral from a central interface that prompts them for details regarding the opportunity. Matching the details with the meta data enables the system to provide the user with the requested collateral tailored to that specific opportunity. Collateral may include a complete document or presentation. It may also include a pre-designed template that is now populated with the text most relevant to the need.



## Additional Features

The solution includes built-in workflow features for the development of content. There are also permissions-based security features that enable system owners to control access and edit rights.

## Let's get started!

Contact RDA to learn more about how RDA's Sales Collateral Management solution can help your sales and marketing teams increase their success rate at winning new business.

## Want more information?

Download one of our complimentary white papers, developed as a resource for you:

- [Business White Paper :: The Impact of Marketing Collateral on Sales Success](#)
- [Technical White Paper on Marketing Asset Management](#)

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