

Capital Fulfillment Group

SalesConnect

PROSPECT. PRESENT. CLOSE

CFG bridges the gap between marketing and sales by getting your most recent literature to your stakeholders quickly and proficiently. Our literature fulfillment services will help you close more sales and increase revenue on top of giving you the print management benefits of lower total costs. We receive and store your materials before hand and then process orders via an online storefront, print on demand any needed literature, perform any kit assembly required, and then ship them quickly via our multiple distribution centers.



Sales and Marketing Collaboration in the Cloud.

HIGHER ENGAGEMENT EQUALS INCREASED SALES.

Sales Connect makes it easier for people to communicate with others that are important to them in the enterprise and to better maintain relationships. We found this also to be true in the world of business platforms that connect to our solution. Our respondents reported an increase in employee connectedness by 39%. The survey respondents also reported that our business tools increased employee satisfaction by 30%. All of this adds up to higher level of employee engagement. This is a critical metric that translates into real, hard-dollar ROI.

BETTER ANSWERS, LESS TIME SEARCHING, FASTER ACCESS TO EXPERTISE.

Marketing Push, Sales Pull (Market Driven, Sales Centric)

Finding the right answer to any given question can, in a diverse organization, prove frustrating. Multiple players may have bits and pieces of an answer. The player who holds a key piece may be on vacation. The same sort of collaboration and easy construction of transparent knowledge repositories that helps new employees onboard quickly also empower employees to more quickly locate the right answer to a question

BETTER ADDRESSING THE NEEDS OF YOUR CLIENTS, SELLING MORE.

Single Platform, Multiple Customer Touch Points

The increase in existing client sales is particularly important because those sales likely involve larger tickets and come at a reduced cost of sales inherent in reselling or upselling to existing clients.

FEATURED APPLICATIONS:

CRM Integration - Lit Space

One Desktop Application for Your Sales Team

Choose a sales enablement platform that sales will actually use! LitSpace integrates with your current CRM, including Salesforce.com, right in the CRM tabs so your sales team can use it in stride with the programs they are using on a daily basis.



Rewards Programs - Premium & Promotional Management

We provide industry-leading employee incentives, corporate rewards, and employee recognition programs. From online sales incentives and contests, to custom-designed motivation and consumer loyalty platforms, we bring our clients maximum results with a unique perspective on program branding, presentation, and cost effectiveness.

This program was specifically designed as a promotional campaign to assist wholesalers in their efforts to recruit, retain and reward targeted financial associates.

Trade Show & Event Management

Event Manager provides event administrators with a comprehensive real-time web based e-commerce solution for the management, budgeting, and reporting of all corporate tradeshows and events.

LitBoard - iPad access to your marketing collateral

Litboard is a fast, beautiful way to flip through the literature, videos and updates from marketing, sales, and compliance. Customize your LitBoard with sections created from your presentations, performance, commentaries and sales ideas.



MODULES & FEATURES

- LitSpace - CRM Integration
- Elements - Personalized eDelivery
- Rewards - Promotion Management
- Presentation Creator
- iProposal - Web to Print Proposals
- LitBoard - iPad Content Delivery
- Lead & Response Management
- Literature Fulfillment
- Customized Kitting
- TradeShow & Event Management
- Subscription Management
- Territory & Channel Cost Accounting
- National Account Management

Cloud. Social. Mobile.



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