



Imagine a tool that gives you the right information for the right context, right at your fingertips...

Witty Parrot, Sales Communication Made Simple

Witty Parrot is changing the way organizations look at sales communication and customer engagement. We believe it's critical for an organization to use one voice to communicate their message. **How is this accomplished?** Quite simply, by giving your staff a tool that helps them share a common message and to communicate in a consistent and memorable manner.



Key talking points, differentiation, responses to objections and more can be loaded into the Witty Parrot Tool. When your team is sending information or collateral, or responding to prospects and clients, professional, consistent messaging can be integrated seamlessly into all correspondence to help your firm's message make a better impact. See below to learn more about how Witty Parrot is changing the sales communication landscape and empowering its users.

How do I know WittyParrot is for me?



Endless Searching?

Do you ever find yourself searching through emails, old documents, articles, blogs, or web pages for those nuggets of brilliance you used in a previous communication or deliverable?



Asking Experts?

Are you and/or your teams constantly picking up your phone to subject matter experts or other knowledge owners when you get customer requests or encounter support issues?



Hunting on Portals?

If you're in Sales, do you spend a lot of time on portals hunting for content, and then struggling to search through documents for just the right piece of information?



Cut/Copy/ Paste?

Once you locate content, do you ever lose time by struggling to repurpose it through laborious cut, paste, reformat, and save as?



Locked in Documents?

If you're in Marketing, do you lack a single place where your content assets can be stored as information components (not just documents) that everyone can access and reuse across all marketing campaigns and communications?



Extended Network?

Do you maintain content that people in your extended organization (partners, affiliates, representatives) need updated access to without sending out email updates and lots of documents?

If you've answered YES to any of these questions, WittyParrot can help you TODAY, without any programming or technical skills.



Actus Sales Intelligence — ActusSales.com — Call Toll Free: (844) 2ACTUSNow or (844) 222-8876

USE CASE

Sales Enablement

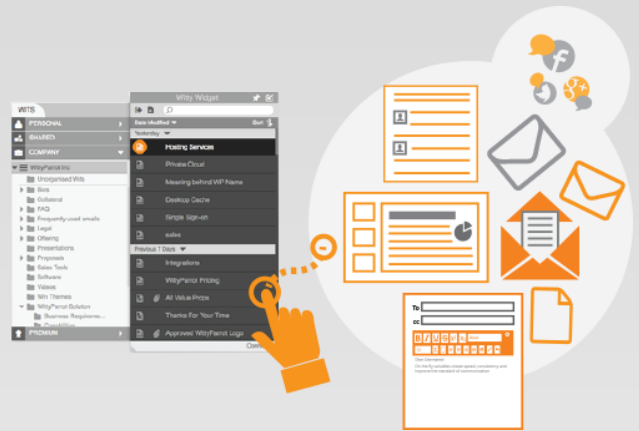
Whether in inside sales, field sales, or channel partners, salespeople need rapid access to sales-ready content without having to wade through portals, search through documents, or call up subject matter experts for answers. Customers want precise responses to their questions today, not documents attached to emails.

With WittyParrot, salespeople simply drag and drop targeted, approved content into emails, RFIs/RFPs, slide presentations, SOWs, proposals, and social media posts.

Despite billions of dollars spent on sales enablement systems, tools and processes, sales quota achievement declined by nearly 5% in 2013, (CSO Insights 2014 SPO). Sales productivity and subsequent performance improvement is difficult to achieve and hard to measure. In addition, salespeople spend more than 50% of their day on lead-gen, administration and account management and only 37% of their time actually selling. (CSO Insights 2014 SPO).

The most effective way to improve sales performance is to free-up the time salespeople spend on non-selling activities so they have more time each day to meet and speak with buyers.

WittyParrot enables salespeople to quickly find and reuse relevant content, and in just a few moments drag and drop it into emails, documents and presentations.



WittyParrot serves to quickly send customized:

- Solicitation letters
- Product and service capabilities in any combination
- Referral requests
- Collateral and web links
- Invitations to your webinars or events
- Proposals and presentations
- LinkedIn announcement responses
- Tweets of the day

WittyParrot helps salespeople to respond in real-time to requests including:

- Who I've helped stories and case studies
- Detailed product information
- Differentiators and comparisons
- Pricing inquiries
- Answers to FAQ's
- Analyst ratings

WittyParrot tracks the usage and effectiveness of all content in the system, and creates context around how content is used. This not only increases the content's value, but it also provides marketing with unparalleled insight into how the information is being consumed, both inside and outside the organization.



Speed

Quickly find and use chunks of relevant information



Consistency

Capture and share a single version of truth to amplify brand



Control

Create, manage, share & track reusable business content

