

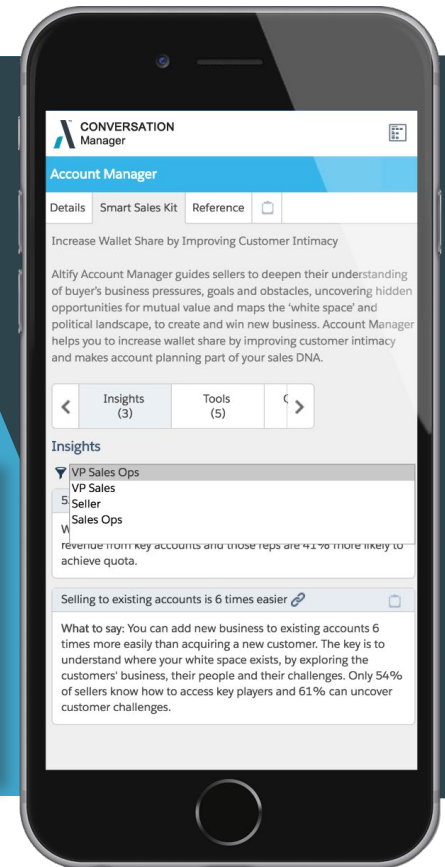
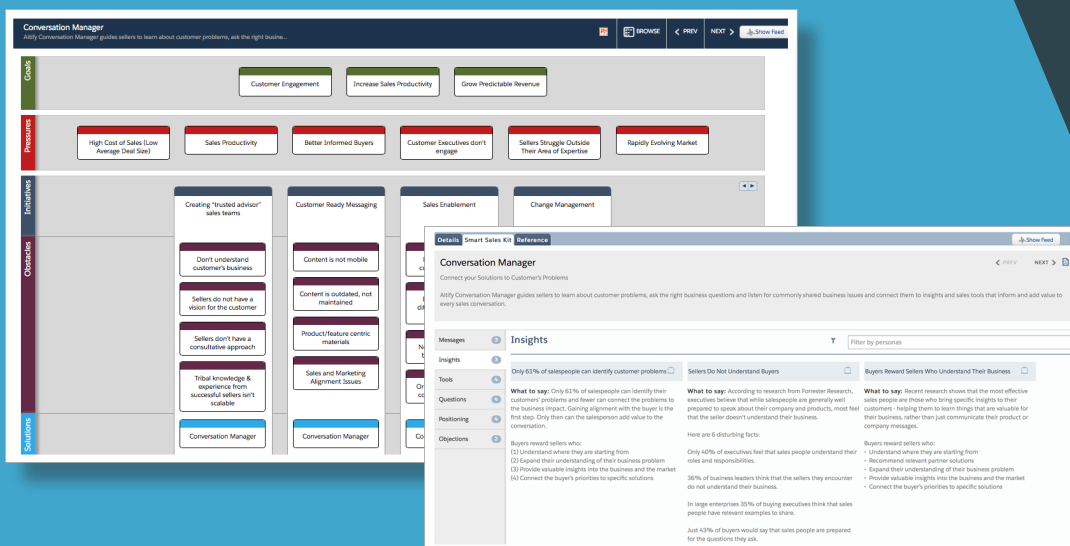
ALTIFY CONVERSATION MANAGER

Connect your Solutions to Customer's Problems

ALTIFY CONVERSATION MANAGER guides sellers to learn about customer problems by enabling them to ask the right business questions and listen for commonly shared business issues. With Customer Insight Maps, sales are able to visualize these problems and connect them to insights and sales tools that inform and add value to every sales conversation.

When sales and marketing are aligned, communication with the customer is crystal clear and sellers' credibility with their buyers is maximized. Organizations with tightly aligned sales and marketing teams enjoy 36% higher customer retention rates and 38% higher win rates.

Enable Sales and Marketing for Real Business Conversations



“ The impact on a customer of a bad buying decision is usually greater than the impact on a sales person of a lost deal.

“ Companies don't buy. People buy. The company isn't the buyer, your buyer is a person, and people have a perspective on what is important to them, and what they care about.

You know your sales conversations are most effective when...

- You understand where your buyers are starting from
- You can expand the buyer's understanding of their business problem
- You provide valuable insight into the business and the market
- You connect the buyer's priorities to specific solutions
- Your sales and marketing teams are aligned

