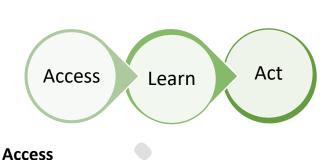# Backflipt Executive Brief

Backflipt powered with AI techniques delivers the sales assets like a video, audio, product data sheet, battle cards from the Playbooks intelligently into customer email engagements based on sales stages. Backflipt eliminates the discretionary use of digital assets and will shorten sales cycles by 25%. By making the digital assets directly available in emails, Backflipt removes the search-time for the content.

Backflipt is a sales enablement application for Inside Sales, Field Sales or any and all Customer-facing teams. Using sophisticated AI techniques, Backflipt learns from customer email conversations and harnesses the assets in the enterprise to suggest the utilization of the right sequence of digital assets in an engagement.

Sellers are often overwhelmed with sales assets and frequent updates. Playbooks are created to guide the sales teams thru the sale process, but Playbooks are not readily accessible in customer conversations often resulting in the discretionary use of the sales assets.

Benefit

1. Eliminate the discretionary use of sales assets, and establish a consistent model of customer engagement.

2. Shorten the sales cycles by engaging with the right assets at the right stage of the sales engagement. Customer testimonials, Case studies, Battle cards, Competitive matrix, ROI analysis tools, Product Updates, etc.

3. Reduce the turn-around times by making sure the assets are available contextually and in-line. Providing the digital assets in line will eliminate the need for the seller to switch between tools and increases the efficient use of the right asset in an engagement.

Access

Building Playbooks for real-time access

Backflipt provides an ability for sales operations or product management teams to build playbooks to guide the sellers thru the sales process. Stages can be mapped to sales-stages in the CRM platform. Digital assets like product data sheets, customer video testimonials, case studies, blogs and public articles can be added to the stages. Once the playbooks are committed, the users can access the assets immediately in their customer email conversations.

Rolling out updates by using Playbooks

New assets can be added to stages at anytime; the updated playbook will be readily available to the users once the changes are committed. The updated asset list will be shown directly in customer emails. Providing the digital asset in line will eliminate the need for the seller to switch between tools and increase the efficient use of the right asset in an engagement.

AI learning; and real-time updates

Backflipt learns availability of digital assets in the enterprise and dynamically maps it to the client interests. Content classification, asset tagging is not required. Backflipt interfaces with all the leading industry standard cloud and enterprise repositories like Salesforce Files, SharePoint, ShareFile, BOX, Dropbox, Google Drive, OneDrive and other leading sales asset management platforms

Learn customer interests and availability of assets

Backflipt Learns from seller's behavior and interests dynamically. Seller's email interactions, CRM success attributions are discovered and used to suggest the right course of action in sales engagement. Backflipt also learns from the seller's actions and further fine-tunes recommendations.

Backflipt tracks the evolution of the content in content repositories like SharePoint, Salesforce Libraries, Dropbox, Box, OneDrive, ShareFile, Google Drive and others. It dynamically maps the content to the customer interests. Sellers no longer need to remember the availability of new content; Backflipt will identify and suggest the new content as needed.

Backflipt supports SFDC, Microsoft Dynamics CRM, Zoho Files, Office 365 Email, On-premise Exchange, Gmail servers and IMAP and POP supported email servers.

Act directly in Emails

Backflipt brings the playbooks into the customer conversations in Outlook, or Salesforce Leads/Opportunities Panel. Sellers can access the playbook in real time right in the emails. Lead or Opportunity information from SFDC, Microsoft Dynamics CRM is directly available in the emails: Size of the deal, Sales Stage, Targeted quarter, etc. Assets that belong to a particular stage of the engagement are available in the email plug-in: Sellers can send, track and get alerted on the content in real-time. Providing the digital asset in line will eliminate the need for the seller to switch between tools and increase the efficient use of the right asset in an engagement.

Backflipt applies machine learning and intelligent automation to sales engagement

"A common problem in improving marketing and sales effectiveness is the inability to not just find the relevant marketing content, but using the content effectively to improve prospect engagement.

Through integration with email systems such as Outlook, Exchange and Gmail, Backflipt's self-learning algorithms analyze customer emails conversations and content then triggers recommended next best actions based on the real-time events."

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