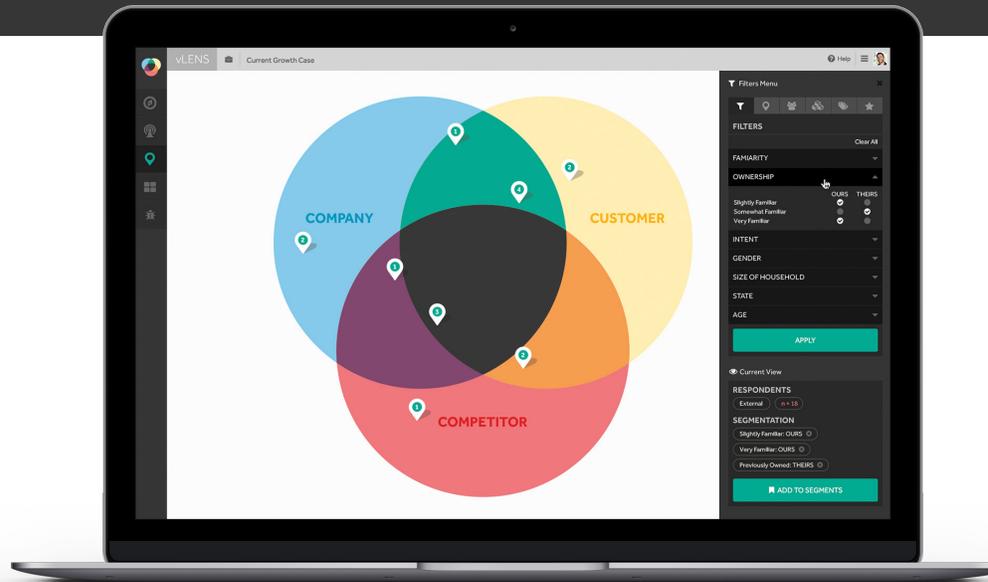


Grow sales and gain market share by knowing your customer targets and approaching them based on what matters to them.



Customers have differing needs and buying behaviors. Time-starved sales teams need access to relevant customer insight to sell more effectively. Improve your team's sales effectiveness by improving the conversation they are having with customers. Your sales team can spend more time with your most valuable customers and improve conversion rates.

Increase your sales effectiveness and drive revenue growth for your organization.

- Identify the customer targets that represent the highest quality opportunities
- Improve conversion rates by understanding how customer perceive you differently from competitors
- Shorten ramp-up time for new reps by arming them with offering insights and competitive differentiators

## HOW VENNLI WORKS



### RECON

Vennli establishes an initial hypothesis about the areas of opportunity, assesses the beliefs of your organization about customer perceptions, and delivers voice of the customer data through Vennli's platform and proprietary process.



### INSIGHTS

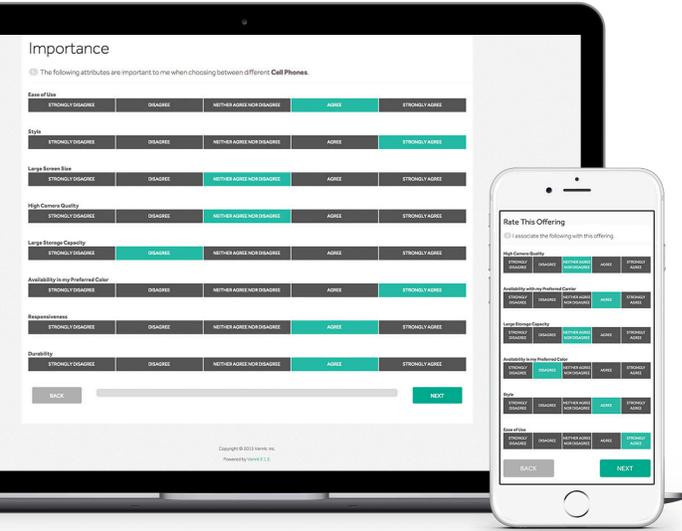
Vennli identifies important customer segments and what drives their choices. This enables you to compare message themes, target customer segments, or product concepts based on the greatest areas of opportunity.



### ACTION

Based on the initial areas of opportunity, Vennli works with you to identify the activities and actions that will change in sales, marketing, and product development. You can then organize your internal team to make changes.

Vennli works with you to establish rhythm for voice-of-the-customer input and updates.



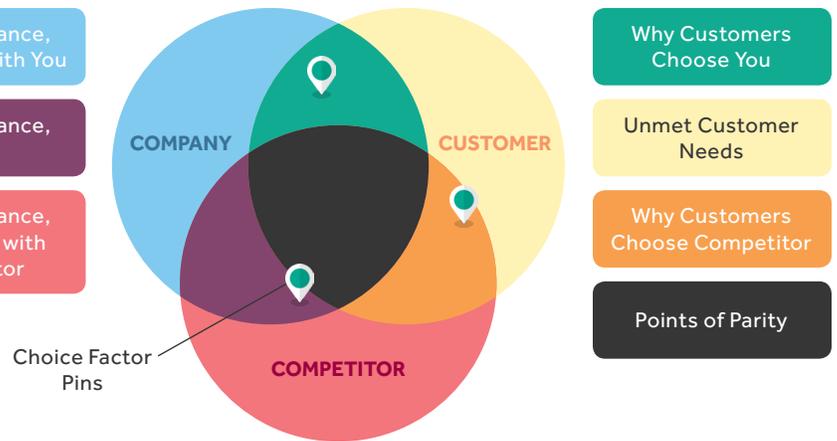
## THE VENNLI APPROACH

- **Reliable Process:** Vennli's proprietary process delivers the different ways your B2B buyers and customer organizations make choices.
- **Proven Methodology:** Vennli's methodology lets you visualize your competitive landscape with intuitive reporting and quickly grasp customer needs so you can tailor your sales messages based on the needs of different customer segments.
- **Action-Oriented:** Vennli helps you take action on your most pressing problems and is ready to use again when the next challenge presents itself.

## THE vLENS

A choice factor pin represents a specific benefit a customer is seeking when making the choice between you and a competitor. Customer survey data and a proprietary algorithm determine the location of each choice factor pin on the Vennli vLens.

- Low Importance, Associated with You
- Low Importance, Parity
- Low Importance, Associated with Competitor



The Vennli vLens shows you the most important choice factors to promote and defend based on your customers' perceptions of competitors.

## THE VENNLI PLATFORM

The highly credentialed Vennli Customer Success team will guide you along the entire engagement. The engine behind Vennli is a cloud-based software platform that provides always-on access to the data and powerful analytics that allow you to take your customers' insights to create action-oriented growth plans.

