



Empowering sales teams across the country with the latest tools at the touch of a button.



iPresent

Empowering conversations

## the need

**sector** Manufacturing and distribution

**product** Animal and pet feed

H G Gladwell wanted to use mobile devices to empower the sales team with better information and marketing collateral in the field. However, with over 20,000 stock lines, prices and availability constantly changing and the sales team very rarely back at head office it was difficult to identify a solution that met every need. It had to be:

- A branded, customer facing presentation tool
- Simple for field sales to use on a mobile device
- Easily managed from anywhere to quickly respond to changes
- Easy to update field based device users without them needing to visit an office
- Quick to set up and roll out

## the impact



iPresent has provided us with immediate and obvious benefits. Allowing the seamless transfer of information between our headquarters and our sales force has helped secure increased sales, turnover and, ultimately, profit for our business.

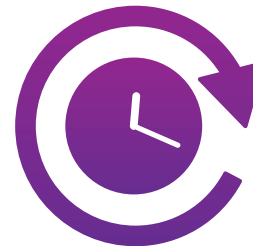
Simon Gladwell  
Managing Director of H G Gladwell and Sons



The instant push of latest offers to the team drives increased sales



Customers are better informed, improving buying decisions and reducing mistakes



The sales team always has the latest presentations and product information

## the solution

iPresent is a sales enablement platform improving performance through three core themes:

1. Beautiful Mobile Presentations for impact and results
2. True Content Management so everyone's always up to date
3. Closed Loop System of analytics and feedback

The key benefits H G Gladwell have gained from the iPresent solution:

- The sales team find it easy and effective for presenting to customers day in day out
- Every sales person has consistent presentation collateral and media
- New offers and products are now pushed out immediately, which has driven uptake and increased total sales
- Shows full product information and images without needing any printed material