



KLYCK

AND

SALES

ENGAGEMENT

HOW THEY DIFFER & COMPLIMENT EACH OTHER

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ENGAGEMENT

There is often confusion when understanding how sales enablement tools like, Klyck.io, and sales engagement tools, like SalesLoft, help support the sales process and buyers' journey.

Both sales enablement and sales engagement tools have their unique benefits when it comes to supporting sales and marketing teams and aligning their process.

Sales leaders have to take an active role in ensuring their teams are using the right tools for success. When combined, sales engagement and sales enablement tools can facilitate efficiencies and productivity by providing the right content to use at the right time when pursuing opportunities.



1

# Key Differences

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## Sales Enablement (Klyck.io)

- ✓ • Empowers content sharing and collects data on content interaction
  - ✓ • Can connect to CRM systems to suggest what content to share for opportunities.
  - ✓ • Allows marketing to understand their content ROI
  - ✓ • Enables sales teams to lead better conversations with their clients
  - ✓ • Can incorporate and deliver training content to sales reps proactively
  - ✓ • Allows sales users to build custom presentations
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## Sales Engagement (SalesLoft / Outreach)

- ✓ • Allows reps to create and run predefined cadence communications with prospects
- ✓ • Sends out emails in an automated fashion, allowing reps to scale efforts
- ✓ • Collects information on email opens, clicks, and engagements
- ✓ • Allows for personalization at scale by including dynamic fields
- ✓ • Can include content or links in the cadences, but not doesn't host content
- ✓ • Is designed to scale email communications, not content shares



# 2

## Compliments of Systems

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Now that we've reviewed the key differences between the two systems, let's review how they can be used together to help deliver better sales outcomes.

## Bringing Two Powerful Systems Together

- Klyck is complementary to platforms like Outreach/Salesloft by providing teams with the most up to date content to when engaging with customers or pursuing opportunities in the pipeline.
- Sales reps can use Klyck while working inside Outreach/Salesloft to find the most relevant content to review or use in their sequences/cadences.
- With Klyck's powerful search capabilities, reps can save time by finding content based off of a number of criteria set by marketing (Find content by industry, buyer persona, product type, application, sales stage...etc).
- Klyck's powerful analytics around content engagement can provide your sales and marketing teams with the insight they need to accelerate deals and make better business decisions - right from within Outreach or Salesloft.
- Content sharing can be automatically triggered as part of engagement cadences or snippets, further allowing personalization in messaging.



# 3

## Conclusions

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As you can see, bringing sales enablement and sales engagement together can help deliver even more value to sales teams as they navigate their deal cycle.

By leveraging the content power of Klyck you can ensure that you are leading buyers proactively through the modern sales cycle.

While content alone is quite powerful, sales engagement systems like Outreach & SalesLoft will allow you to take your automation to the next level with email cadences and scheduled delivery.

By sharing personalized content in your outbound sales prospecting, your buyers are 80% more likely to engage.

Finally, Klyck can help reps further their personalization efforts when prospects engage in an engagement cadence. By linking your CRM with Klyck, your reps will always be empowered with the right content at the right.

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**The next step is integrating Klyck and sales engagement tools to work in alignment with your sales strategy.**

To learn how [Klyck.io](https://klyck.io) can help your sales team get off on the right track, [book a demo](#) with one of our sales enablement experts today!



# ABOUT KLYCK.IO

Klyck is a global leader in B2B sales enablement software, serving clients in industrial manufacturing, electrical distribution, industrial automation, biotech, medical device, and high-tech industries.

Headquartered in Toronto, Ontario, with offices throughout the US and Canada, Klyck is a privately-owned technology corporation that operates in markets globally. For more information or to book a demo of our sales enablement software, please visit [www.klyck.io](http://www.klyck.io)

