SHAREPOINT VS. SALES ENABLEMENT

HOW TO DELIVER CONTENT TO YOUR SALES TEAM

SHAREPOINT VS. SALES ENABLEMENT

SharePoint has provided teams across the world with a unique ability to share files and documents across their organization.

However, when it comes to empowering sales teams, SharePoint has many limitations that prevent it from being a viable solution for sales enablement.

In this document we will review the pros and cons of SharePoint and how it compares to sales enablement systems like Klyck.io, which can help **reduce sales prep time by up to 70% and increase closed deals by up to 20%**, simply by improving content delivery.

1

Pros of SharePoint

First, let's take a look at the pros of SharePoint.

- ☑ **It's widely available to most teams as part of their Microsoft 365 package**
- ☑ **Customizable setup and document storage structure**
- ☑ **Native integration into other Microsoft 365 applications**
- ☑ **It does a good job of storing documents for small teams or individual users**
- ☑ **Track changes across document collaborators**
- ☑ **Can replace company intranets and provides site layers**

Overall, SharePoint can provide value to teams that are looking for basic document storage solutions and intranet creation within their organization.

SharePoint has been around since 2001 and it is starting to show its age. It still continues to be a staple of the Microsoft platform, mostly because so many organizations have created legacy SharePoint sites that are entrenched in their business.

However, when it comes to empowering sales reps in the digital age, it has far more limitations than benefits. We'll dive into that in the next section.

2

SharePoint Limitations

Now that we've reviewed what SharePoint is good at, let's review its limitations when it comes to empowering sales teams with content and customer insights.

SharePoint Deficiencies for Sales Teams

- **SharePoint is unable to collect customer engagement data**
- **Unable to directly share content with customers from within the platform**
- **Can't recommend content to sales users based on customer attributes**
- **Doesn't integrate with CRM systems like Salesforce.com**
- **Built on a folder structure with the following limitations:**
  - **Cumbersome to navigate**
  - **Hard to maintain document revisions**
  - **Can't group content with cross functional attributes**
  - **Content is not easily searchable**
- **Doesn't include presentation building features**
- **Doesn't provide training integration, only content storage**
- **Unable to provide data analytics on sales team usage, content performance, or customer engagement**
- **Not designed to be a marketing or sales tool**
- **Limited ability to integrate with other MarTech systems**
- **Content in SharePoint is not accessible offline**
- **Designed to be a content repository, not a content management system**
- **Unable to customize access and/or content profiles for different sales users**
- **Cannot automate CRM data entry on behalf of sales reps**

3

Conclusions

As you can see, although SharePoint provides a basic ability to store content it leaves much to be desired in regard to empowering sales.

For each of the limitations outlined previously, sales enablement systems, like Klyck.io, can provide integrated and affordable solutions to modern sales challenges.

The best part of migrating to a sales enablement platform is that your existing SharePoint system can provide a solid starting point for content migration.

If you're currently using SharePoint to manage and distribute sales content, you are already on the right path.

Your organization obviously recognizes the need for a central content repository to equip your sellers with the knowledge and content they need to effectively interact with prospective buyers.

The next step is migrating your existing content into a system that helps your reps turn that content into meaningful conversations with their clients.

To learn how Klyck.io can help your sales team close more deals and build better customer relationships, 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