Reallocating 100 hours per week back to strategic sales activity

**Challenge**
Sellers spending 35% of time searching and assembling content

Applied Systems had content spread across 11 different silos throughout the organization, causing sellers to spend 35% of their time searching for content – making them less responsive and effective. Sellers were also spending 8 hours per quarter building QBRs.

**Solution**
One source of truth for sales content served up via Salesforce integration

Applied Systems now stores all content within Seismic, providing sellers with one source of truth where they can find dynamically updated content from any device. Applied Systems uses Seismic’s LiveDocs® technology to build QBRs through Seismic’s Predictive Content engine from Salesforce, serving up curated content from Seismic based on opportunity stage and prospect type.

**Results**
100 collective work hours per week reallocated toward closing business

Across the sales and marketing teams, Applied Systems has seen over $340,000 per year in “Return on Time” (ROT). QBR preparation has been reduced from 8 hours to just one hour per rep per quarter with LiveDocs®.

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$340k
Return on time

10
Hours per week returned to the field

7
Hours saved on QBR prep

Seismic has provided our sellers with a one-stop shop for everything they need to sell. We’ve not only been able to show a large return on time which means more money for the organization, but we’ve also onboarded new reps much more efficiently because of Seismic.

Vice President, Sales Operations & Enablement

INDUSTRY
Technology

EMPLOYEES
1600

HEADQUARTER
University Park, IL