



VanillaSoft's Sales Engagement platform gives your sales team the tools they need to engage, qualify and close sales — all in one place. Simple.

VanillaSoft, the industry's most successful sales engagement platform, helps sales development teams, account development teams, and inside sales teams engage millions of contacts every month. Used standalone, or in combination with existing traditional customer relationship management (CRM) systems, VanillaSoft empowers sales reps to respond to new leads within seconds, interact with leads more consistently, across more channels, and generate more qualified sales opportunities.

Why is VanillaSoft critical to your sales process?

VanillaSoft created a 'queue-based' routing technology, forming a dynamic queue of prioritized leads and eliminating the need for deliberation on the part of reps and the possibility of rep bias or discrimination. This drives the best available leads to your reps, ensuring management logic and best practices are being consistently applied, without compromising on productivity and efficiency.

Marketing Automation

**SALES
ENGAGEMENT**

CRM

WITH VANILLASOFT'S SALES ENGAGEMENT PLATFORM, YOUR REPS:

- ✓ ARE PRODUCTIVE 100% OF THE TIME,
- ✓ MAKE 3X AS MANY ENGAGEMENT ATTEMPTS FOR EACH LEAD,
- ✓ CONNECT WITH MARKETING QUALIFIED LEADS (MQL) UP TO 7X MORE THAN CRM APPLICATIONS.

SECURE, COMPLIANT & STRATEGIC

VanillaSoft takes your data security and privacy extremely seriously. Our platform, and hosting environment, provides the following protections:

- ✓ 2048-bit Secure Socket Layer (SSL) technology, using both server authentication and data encryption
- ✓ User authentication with unique usernames and passwords that are encrypted at rest and during transmission
- ✓ User and session information are kept using advanced security methods based on dynamic data and encoded session ID's
- ✓ Databases are not directly available from the public internet
- ✓ Data is stored on world-class redundant storage SAN disks, with backups every 15 minutes.
- ✓ Our SSAE16 audited hosting center has redundant electrical generators, video surveillance, badge-only access and state-of-the-art water and fire detection systems

Further, VanillaSoft regularly engages cyber security experts to conduct intrusion and vulnerability testing. No credit card information is stored on our servers but rather are managed directly by our integrated third-party payment gateways who employ world-class protection.

Beyond that, VanillaSoft is compliant with all of the major security, privacy and consumer requirements including the General Data Protection Regulation (GDPR), the Telephone Consumer Protection Act (TCPA), and CAN-SPAM.

TRY IT FOR FREE!

VanillaSoft offers a free trial of its service.

Change the way you engage, qualify and close leads. Improve your sales team's ROI and meet your sales goals. Begin your free trial of VanillaSoft today, or contact us to request a live, personalized demo of the platform.



www.vanillasoft.com



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SALES
ENGAGEMENT
simplified

THREE EASY STEPS TO SALES SUCCESS



engage MORE.

Ensure a persistent cadence.

Work every lead the same way, regardless of who is interacting with the lead. Automate your sales cadence — connect with your leads the way they want to engage.



EMAIL

Build effective email strategies that increase contact and response rates.

Create templates, send automated drip emails, manage mass email campaigns, and even automate appointment reminders.



SMS

Where can you always connect with people? On their mobile device.

SMS is used by over 95% of adults and has an open rate of 98%. Text messaging is a critical element of any cadence playbook.



LEAD & SALES TRACKING

Proactively manage your sales teams and respond to issues immediately.

Evaluate engagement metrics and identify trends for greater control. Measure lead channels and quality to improve marketing efforts.



LEAD ROUTING

Intelligently prioritize your leads.

Route new inbound leads to the front of the queue for immediate contact. Automate call cadence to ensure every lead is worked every time.



APPOINTMENT SETTING

Schedule more qualified appointments for your whole team, or clients.

Instantly send invites with custom messaging. Automatically send email and SMS text reminders & manage multiple calendars in a single view.



INTEGRATIONS

Play nice with the solutions that run your business.

Extend your VanillaSoft deployment to complementary technology investments such as Zapier, Salesforce, HubSpot, Marketo, Docusign and others.

talk MORE.

It's all about speed-to-lead and follow-up.

Contact dramatically more leads, in far less time, with much greater success and build more pipeline. Never miss another opportunity.



VoIP

Offer your inside sales team enhanced functionality and features that aren't available anywhere else.

With voicemail drop, SMS texting, inbound call screen pop, live call monitoring, and ACD queues, it's your complete turnkey solution without costly hardware and maintenance.

Auto Dialing

Remove the tedious task of manually dialing telephone numbers.

Decrease downtime between sales calls to increase the flow of communication and ensure the highest level of efficiency on your sales floor. VanillaSoft offers two types of high quality auto dialing — Progressive and Preview.

Scripting

Quickly deliver standard responses to common questions and objections.

With just one click, our logical-branch scripting allows your sales rep to easily adapt to any changes in a conversation.

Call Recording

Give sales managers the ability to filter recordings by any result code for targeted coaching and training with sales reps.

VanillaSoft's unique call recording feature not only attaches each recording to the contact, but it also associates the recording with the call outcome.

sell MORE.

Remove the guesswork. Use playbooks and cadences that work.

Our queue-based technology ensures you'll see dramatically more sales conversions — faster.



PROJECTS



Ensure data stays separate and private while managing multiple projects, or campaigns.

Create unique settings, different personas, and separate data pools without fear of cross data contamination.

CORPORATE VIEW



Get a complete breakdown of an organization as well as a unified history of all communications with any contact.

You'll love this feature! If you're using an account-based marketing approach.

PIPELINE



Get a thorough and measurable understanding of your progress with a complete view of your sales pipeline, measured against individual quotas.

Our Pipeline feature is going to make you very happy

INTELLECTIVE ROUTING



Dynamically prioritize and filter your calling queue on an individual or team basis.

Pull in any metric, data, or activity to prioritize your calling queue.

DASHBOARD & ANALYSIS



Instantly calculate and filter key performance indicators (KPIs), all in real-time!

VanillaSoft's deep-dive reports provide you the intelligence you need with out-of-the-box advanced metrics and charts.