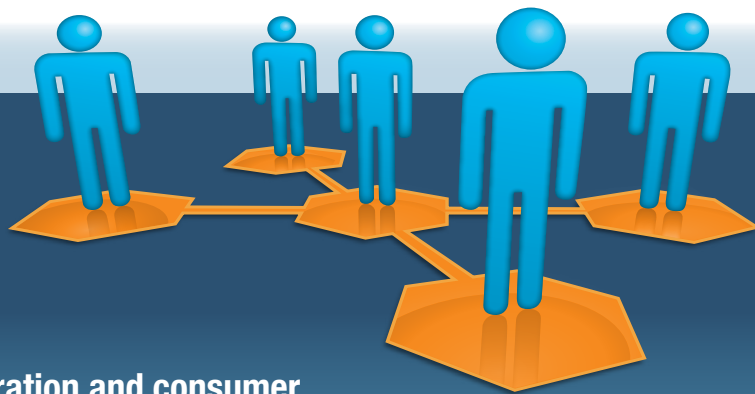


Prospect Portal

A Social Network for Your Sales Team



By using a social networking style of collaboration and consumer recommendations, the Prospect Portal enhances the prospect's experience – helping manage relationships while seamlessly sharing information about your company.

During a time when social networks are vastly becoming a common tool for product reviews and consumer research, the use of social networks in a B2B sale seems only natural. The collaborative nature of the complex B2B sale is identical to the exchanges found in social networks; two groups sharing information about relevant topics in order to gain a well-rounded perspective. The challenge becomes finding a way to moderate and consolidate the shared information to best leverage your sales team and prospects' networks to close a deal. Marketbright has developed a solution to this problem – the Prospect Portal. A social network for your sales team.

The Prospect Portal enables your team to build a social network that will guide prospects through the sales evaluation process. A typical B2B sale has your sales person and/or team working with many different people from a prospect's company, including the main contact point, IT managers and decision makers. Your sales account manager proactively feeds the information to prospects, educating them on your solutions. Additional information is also gathered, like a recommendation or a news article, to share within his/her team members. All the information passed through these parties is scattered among many different channels. Marketbright's Prospect Portal achieves a collaborative environment where your sales team and members of your prospect's company can exchange information easily while improving the ability to control information distribution.

Get Your Sales Team Networking:

- Social Networking Around a Deal
- Focus on *connections*, not just content
- Provide sales with quick access to marketing content and campaigns
- Centralized access point for multiple contacts involved in an evaluation process.

Opportunity Networking

Create a social network specifically for your sales team to better leverage the unique strengths of online collaboration.

- Networking tools to share information between prospects and your organization
- Create communities around your opportunity with sales and marketing
- Self-serve information reduces sales cycle times

Share Information

Build relationships with your prospects by introducing them to an information-based community focused around your product and solutions. Enhance the prospect's experience while shortening sale cycles.

- Share information with prospects at the rate they are ready to consume and assimilate
- Reduce sales cycle times through having the prospect self-serve information

Collaborate

Connect all the individuals involved in the sales process to each other, keeping them informed and up to date on related news. Easily manage global sales by utilizing your social network around a deal.

- Collaborate with your prospects to deliver information to all parties
- Differentiate your business from the competition by creating buzz around your solution
- Use your portal to win more business and beat your competition



Marketbright's Prospect Portal is aimed to help close deals and shorten the buying process by providing a private label social network for your sales team. Combined with your lead management system, Prospect Portal establishes an essential collaborative space where your sales team can invite qualified prospects and their teams to share product information, related news, and company updates.

