



Sales Acceleration Platform

Buyer-Based Engagement Insights
to Empower Sales Teams

*With Intelligent Outreach
and Better Visibility
at Every Selling Stage*

Fueled by instant access to information, the B2B sales process has transformed, making it more challenging to ensure team and message effectiveness. Sales organizations must deliver the right message at absolutely the right time.

LiveHive's single, **unified Sales Acceleration platform** addresses the challenge with advanced automation and deep buyer-based engagement analytics. LiveHive gives reps real-time insights to advance sales opportunities and arms sales managers with visibility into team behavior and processes at every stage of the sales cycle.



LiveHive has already tripled our sales reps' productivity and given management deep insights into rep performance. With insight into what's working and what's not, our sales managers adjust sales processes, repeating the email sequences that deliver the best results.

LiveHive Customer Mark Dalton,
CEO of AutoDeploy



Why LiveHive

Today, many organizations use multiple sales tools to address the needs of different selling stages. Integrating all of these disparate sales tools with existing tools is difficult and expensive to manage. LiveHive is a single proven platform that unifies the experience of sales teams. With LiveHive's robust, agile platform and growing partner ecosystem, sales organizations get one unified solution easily expanded with new capabilities to support their rapidly changing sales needs.

For more information, visit livehive.com

Powerful behavioral analytics improve prospect engagement

Delivering a 4x increase in connect rates, LiveHive gives companies insight into the best behaviors for sales engagement. Leveraging deep engagement analytics, sales organizations can easily automate prospect interactions based on: the best sales outreach model; the best messaging; and the best timing.

With deep integration with Salesforce, Gmail or Outlook, you can rest assured every opportunity is captured and acted upon. Through LiveHive's LiveFeed, your reps will be **instantly alerted when a prospect has engaged** with their emails and content.

Team behavior:

- Enable your team to engage smarter with their prospects
- Coach your team on proven best practices leveraged from engagement analytics

Processes

- Apply analytics to coach your team more effectively
- Gain access to signals to course correct sooner
- Build repeatable best practices on sales processes, content, and emails

Opportunities

- Focus on the most "engaged" prospect for efficiency
- Leverage analytics to drive new opportunities and accelerate deals
- Gain a deeper understanding of the health of your pipeline
- Identify outlier opportunities by overlaying engagement analytics
- Increase forecast accuracy by including engagement analytics in pipeline analysis



Organizations that allow for buyer-specific personalization at the sales rep level can achieve up to 21% stronger lead acceptance and 36% higher conversion rates.

— Aberdeen Group



LiveHive Capabilities:

Automation



LiveHive SmartPath – drag & drop email and call scheduling: To effortlessly build and schedule emails and calls, improving your reps' productivity by 4x



Response rules for personalized follow-up: SmartPath's "smart" capabilities identify the best follow-up to send based on how prospects engage with previous communications, such as opening an email, or clicking on a link or attachment



LiveClip – for instant contact info from LinkedIn and any website: Get immediate access to contact email information



Group emails – for efficient outreach: Send one email out to a large group of prospects and track engagement, individually



Contact manager – integrated with Salesforce.com: With deep Salesforce.com integration, easily access contacts directly from Salesforce or from your desktop

Engagement Analytics



Robust buyer-based insights and team performance analytics to model the best sales outreach at the best time



Content engagement analytics to understand prospects' interests: Immediate insight into how prospects are engaging with reps' emails and content, showing: when an email was opened or a link was clicked, when an attachment was downloaded and pages viewed, and when and to whom a document was forwarded



Top lead ranking: Focus on the most qualified leads based on their engagement with reps' emails and content



Team performance reports: Quickly see the effectiveness of reps' email and call activity, email and call messages, and help coach your reps for optimal sales performance

LiveHive's award-winning sales acceleration platform lets sales reps focus on core selling activity, and sales leaders quickly understand their team's effectiveness.