

MISSION-SYSTOLE

CROSS-MEDIA COMMUNICATORS

Our Unique Sales Tool

ICOM
network

© MISSION
SYSTOLE

AN UNIQUE SALES TOOL

- ▶ **80% of B2B companies need face-to-face meetings to close a deal.** Improving the effectiveness of the field sales force has immediate results on the revenue top-line.
- ▶ **Our sales app supports your sales force with tools that increase the value** of their interactions with buyers and customers, and give you direct feedback on the sales opportunities.
- ▶ **Turn a presentation into a conversation** about the buyers' needs and your solutions. Further engage the buyer with valuable sales tools. And free up sales time with the administrative tools.
 - ✓ Interactive sales presentations
 - ✓ Sales tools
 - ✓ Administrative tools
 - ✓ Training & Learning tools

TABLET AS A PORTFOLIO

▶ 2 solutions:

- Using existing proprietary platforms of clients:
 - ✓ Veeva
 - ✓ Mercury
 - ✓ Agnitio
 - ✓ Proprietary development
 - ✓ ...
- Using our exclusive iPad Sales Application
 - ✓ Advantages: simpler, quicker and cheaper

MANY ADVANTAGES

EXCLUSIVE IPAD APPLICATION

ADVANTAGES CLIENT

Interactive
Attractive
Up-to-date
Proximity
Multimedia
Custom

ADVANTAGES MANAGERS

Back Office
Global statistics
Personal statistics
Input Gathering
Flow Manager
Company Image

ADVANTAGES REPS

Light
Fast
Autonomy
Safe
Multimedia
Always connected
Skilled
Easy
Strong

INTERACTIVE SALES PRESENTATIONS



▶ Multimedia presentation visuals

- Transform a plain presentation into a multimedia visual with navigation structure (hyperlinks) and multimedia (insert video, embed PDF).



▶ Virtual demonstrators

- The app plug-in will convert the videos to tablet compatible formats.
- App PowerPoint® plug-in contains a 3D function. Based on just 6 pictures, a 3D space is created that is explored using the tablet's gyroscope.



▶ Layered presentations

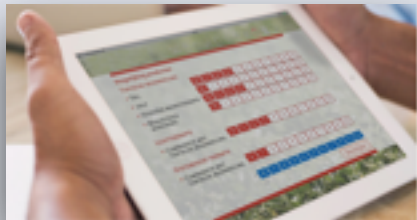
- Embedded PDF's in a presentation is a great way to create a second layer of detail in a scripted presentation. Datasheets, product feature leaflets, technical specifications illustrate the sales claims in the right context.



▶ Library of supporting sales documentation

- Apart from overview presentations, sales people need a wide library of supporting documents, typically available in PDF format. There is no need to manually upload and arrange the documents.

INTERACTIVE SALES PRESENTATIONS



▶ Add surveys and feedback questions

- Sales reps can collect plenty of valuable information from the sales interaction: perception of competitors' products, estimated product usage, buyer intentions, and customer characteristics for segmenting are just some examples.

▶ Direct interaction

- In order not to lose the flow of the sales interaction, sales reps prefer to 'park' questions about detailed features. With the App PowerPoint® plug-in, SendMail buttons can be inserted at any point in the interactive presentation with a link to detailed information (webpage, video, PDF document) without interrupting the flow of the sales interaction.

▶ Internal sales documents

- The app has an internal section for making training and internal communication information available to the sales rep. By using the survey functions in the App PowerPoint® plug-in, you can even create e-learning courses with quizzes based on a regular PowerPoint. The results of the e-learning quizzes are available in spreadsheets on your PC.

SALES TOOLS



▶ Price list

- Price lists are based on a filter to select the right product and corresponding price. The price list is kept up to date from spreadsheets published on a shared folder. The price list in the app of the representatives is automatically updated.



▶ Order form

- As an extension of the price list, the order form presents items with prices and discounts. The orders are sent by email to customer service and available in spreadsheets for integration with order systems.



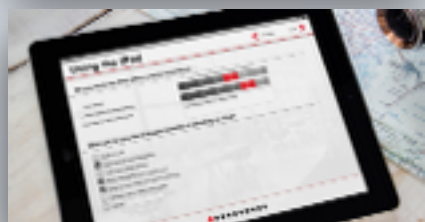
▶ ROI Calculator

- Convince your buyers by simulating together their benefit from using your product/service.



▶ Lead form

- Don't lose a single lead by using digital lead forms, for example on exhibitions. Tablet lead forms are more easy to use and automatically process all captured information. Data is immediately synced to ensure a proper follow up and analysis of leads.



▶ Market survey

- B2B marketers struggle to get objective and actionable feedback from customers. The sales force is in direct contact with customers and prospects and is the most knowledgeable source of market information. By inserting feedback questions and surveys into the sales presentations, you collect actionable market knowledge straight from the source

ADMINISTRATIVE TOOLS



▶ Customer segmentation form

- Score customers and prospects in order to determine the segment best fitting their profile.



▶ Sample order form

- Simplify the process of ordering samples.



▶ Congress registration form

- Make use of the F2F meeting to invite your customer to a congress and register him on the spot.



▶ Adverse event report

- Avoid losing any events reported by your customers and make sure fast follow up is guaranteed.



▶ Order form

- Place your order on the spot, guaranteeing fast service and improving the process of administration.

TRAINING & LEARNING TOOLS



▶ Library of Multimedia & Interactive Training materials

- Multimedia presentations including links, navigation buttons, videos, embedded PDFs. Demonstrators with 3D models. Interactive presentations for gathering feedback with survey questions. The result of the questions, feedback and questionnaires are immediately available.



▶ Administrative tools: Attendee List

- d!NK for training enables the creation of an automatic attendee list. Trainees can check their presence or can register on the spot.



▶ Administrative tools: Evaluation Form

- Online evaluation forms in the trainee library are created and pushed to the trainees' tablets using only PowerPoint®. Aggregated results of the course evaluation are automatically collected into statistics and graphs are available to the administrator and trainer.



▶ Administrative tools: Log of personal achievements

- Offer your (new) employees a tool to log their personal progress within your company to help them qualify their work and to understand better how they are performing.

HOW IT WORKS

TABLET AS A PORTFOLIO

- ▶ The app is presented in a **Kiosk** = a shelf of brochures & presentations customized for each client/division/brand
- ▶ The app proposes multiple **kiosks** to store **libraries** of animated PDF documents organized in different **collections**



PUBLISHING SYSTEM



A shelf of presentations
customized for each team
member

A portfolio of presentations
available offline

A Interactive presentations
Landscape and portrait

Push to download in portfolio

Push to open interactive brochure

A MANAGEMENT TOOL



dINK Administration Kiosks

Usage for kiosk dINK demo [Export](#)

Email	Absynthe_Minded fanmagazine	DEMO.com	Delight magazine NL	Demo Magazine	Eucharistie	JAH	L amour	Livios Batibouw dossier	Nexiva_brochure	Notaris	On the Road	Oncologie TV	Surfdome
dieter@demo.com	NO	NO	YES	YES	NO	NO	YES	NO	YES	NO	YES	NO	YES
mjsutherland@gmail.com	NO	YES	NO	NO	NO	NO	NO	YES	NO	NO	NO	NO	NO
wouters.eline@gmail.com	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
gunnie@dink.eu	YES	NO	NO	YES	NO	NO	NO	NO	NO	NO	YES	NO	NO
robert.vanderzwaart@quadia.nl	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
janthevideoman@gmail.com	NO	NO	NO	YES	NO	NO	NO	NO	NO	NO	YES	NO	NO
frank.gielen@ibbt.be	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
tom@10to1.be	NO	NO	NO	YES	NO	NO	NO	NO	NO	NO	NO	NO	NO
brunodheedene@yahoo.com	NO	YES	NO	NO	NO	YES	YES	YES	NO	NO	YES	NO	YES
tdevos@reference.be	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	YES	NO	NO
maarten@apple.com	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
dive3452@me.com	YES	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
koenraad.deridder@dekoder.be	NO												
birgitta@ioshop.be	NO												
intec@dieterblomme.be	NO												

Content Administration

Welcome jandheedene@gmail.com

Overview for Edition "demo"

Visits

Stories in this edition have been viewed 37789 times

Visits : 9855
Unique Visitors : 48

Content Type	Views	Average duration	% Views	Action
demo#cover	11957	00:07:58	32.0 %	Download CSV
demo#image slider	9846	00:00:15	26.0 %	Download CSV

Content Administration

Overview for Enterprise "Jan"

Recently Viewed Editions

Editions	Visits	Unique Visitors
On the Road	222	25
dinkatdemo_webapp	127	12
eucharistieviering	27	2
demo	9855	48
virtaal_or_demo	140	9
presentatie_dINK	603	25
dinkatdemo	11	1
demo	49	2
NL	47	7
mix	235	9

Most Popular Editions

Editions	Visits	Unique Visitors
demo	9855	48
132	2433	3
BWR4	831	3
presentatie_dINK	603	25
mix	235	9
On the Road	222	25
Stereo Magazine	194	12
demo2	174	7
virtaal_or_demo	140	9
dinkatdemo_webapp	127	12

All Publications

Please click on the links in the left menu to see the statistics for a specific edition.

ADDED VALUE

▶ For the Reps

- All the appropriate documentation at their fingertips
- A very attractive and efficient sales tool

▶ For the Marketing

- A flexible tool to create high-impact documentation
- A very useful feedback on target reactions

▶ For the IT Manager

- Easy platform to manage and integrate
- Easy adapting content

▶ For the Management

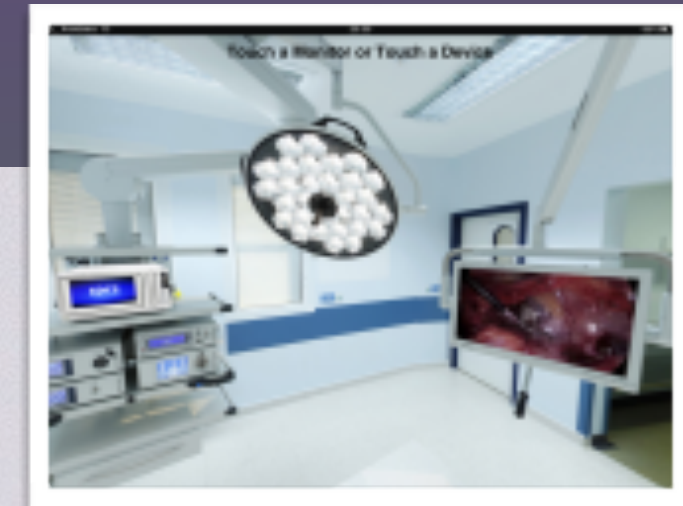
- The platform avoids ballooning app development costs
- Useful Statistics (ROI)

CLIENT TESTIMONIAL

stryker[®] e-detail aid - Europe

Stryker sells solutions instead of products

- ▶ The interactive sales tool engages customers to explore the full offering.
- ▶ Scripted presentations made with d!NK start from the full picture and engage a buyer into a conversation about needs. The conversation is guided to value and benefits from the viewpoint of the buyer sitting in front before going into products and features.
- ▶ Stryker offers a wide portfolio of endoscopy visualization products. In order to focus the sales conversation on the needs of customers and the complete solution, all components of the visualization suite are demonstrated as a visual flow. The sales tool includes a 3D demo room, offering a full view of all the components, in a set up for each surgical specialization.
- ▶ SEE TESTIMONIAL: <http://vimeo.com/81186331>



LICENSES

LICENSES

▶ Express license includes:

- Portfolio Manager: manage users and publications
- Upload PDF, video, image galleries
- User sync overview
- NO POSSIBLE ANIMATIONS

▶ Professional license includes:

- Powerpoint Export with hyperlinks & multimedia (video, PDF overlay)
- Survey Module including sync of statistics. Create market survey, feedback form presence list, exhibition lead form, visit report, problem escalation form, ...
- User sync overview
- Content Insight

▶ Enterprise license includes:

- Calculator module. Create competitor price comparison, total cost of ownership, customer scoring, qualification form,...
- Digital signature: create order forms, intake forms
- Onboarding & Certification tool
- User sync overview
- Content Insight
- Customer insight

MISSION-SYSTOLE

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