Solution Brief: WalkMe for Sales

# Deliver a frictionless selling experience.



**WalkMe provides visibility** into how employees use sales software, including friction points they experience, enabling you to optimize workflows on-the-fly with in-app guidance, engagement, and process automation. Streamline critical processes, optimize experiences, and boost performance to get the most out of your software investments.

There's more tech than ever to help sellers sell, and that tech is more powerful than ever. But years of software spending has resulted in an unprecedented level of digital friction in sales departments. The very tools that were purchased to help sellers do their jobs have become the job themselves.

Technical challenges and knowledge gaps lead many sales professionals to resist using these tools as intended, failing to capitalize on their promise. Time spent navigating multi-step tasks, flawed workflows, and incomplete data lead to seller inefficiency, inaccurate sales forecasts, and missed opportunities. Furthermore, constantly changing tech and business processes often confuse sellers who are forced to adapt to unfamiliar software features.

**Put simply, 'smart' tools have become the problem they were intended to solve. Until WalkMe.**

## WalkMe takes the struggle out of sales software.

WalkMe maximizes your revenue potential and gives your sellers the real-time support they need to navigate business-critical sales software with ease and accuracy.

WalkMe maps user behavior letting you see who is using applications and how. With this level of visibility, you can identify the friction points — even before they happen — that prevent sellers from leveraging critical selling tools to their full potential. Using insights derived from this data, you can make informed decisions and create user experiences that increase sales rep performance.

With WalkMe's patented core technology and advanced analytics, you can implement self-service features including in-app guidance, process automation, and data validation, making any sales software user-friendly. Read on to learn about each of these functions and how WalkMe customers are leveraging them to accelerate ramp-up time, eliminate costly training, improve sales forecasting with accurate data, and increase seller efficiency to close more deals.

> **By 2025, 70% of organizations will use digital adoption platforms across the entire technology stack to overcome still insufficient application user experiences.**
>
> - Gartner, Market Guide for Digital Adoption Platforms, Melissa Hilbert, Maria Marino, Stephen Emmott, 14 September 2022.



## Increased visibility helps identify friction points and fractured workflows.

WalkMe's robust diagnostic analytics provide you with a visual representation of user behavior for the swift identification of inefficiencies and broken processes. Take action on these insights with a low-code editor seamlessly layered on top of any sales software to ensure an optimized user experience that drives seller efficiency.

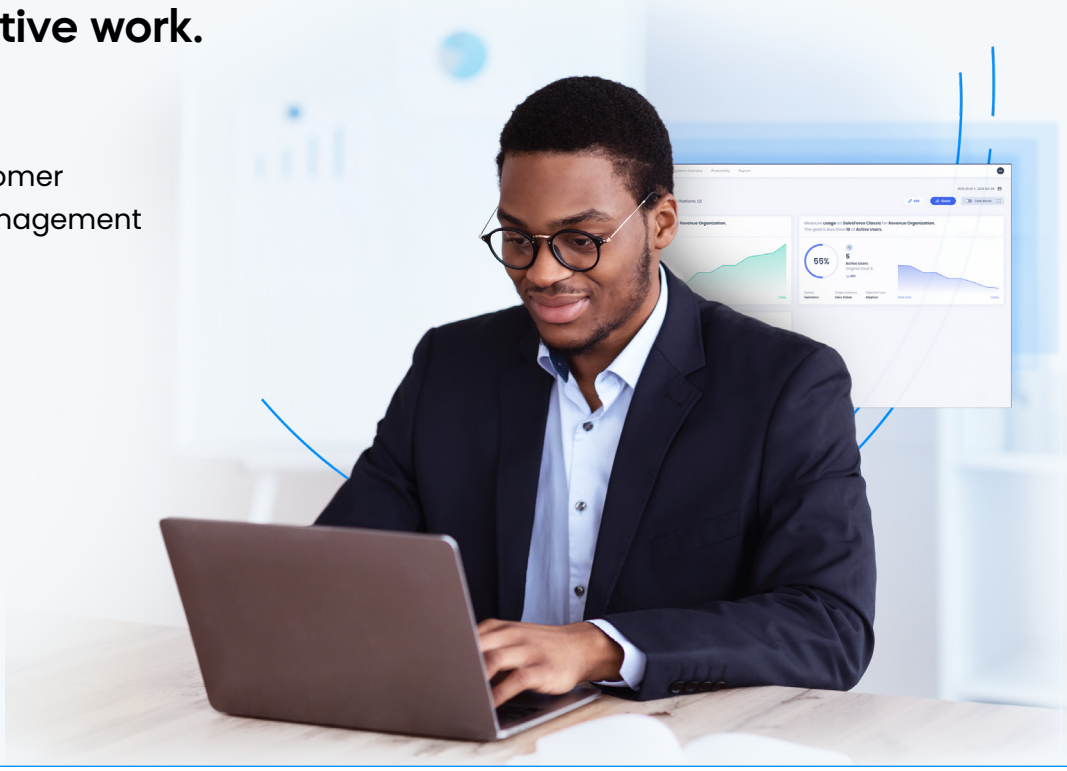
## In-app guidance accelerates time to digital proficiency.

WalkMe's contextual, personalized guidance accelerates onboarding and digital adoption, cuts time-to-competency for your new sales reps, and creates self-sufficient sellers. Providing knowledge-based resources and intuitive support to your sales reps at the immediate moment of need boosts digital dexterity and skill retention. In addition, this ensures sellers adapt to constantly changing software without disruption and that they fully leverage software capabilities to maximize ROI.

GOJO seamlessly transitioned to Salesforce Lightning and saves thousands of employee hours with WalkMe.

**WalkMe increases our professional quality of life so our customer-facing teammates can focus on what matters – serving customers and getting PURELL® out into the world – rather than cleaning up inaccurate data or other administrative work.**

**Jayne Hoon**
Director of Customer Relationship Management
**GOJO**



### Process automation ignites seller efficiency.

WalkMe's powerful automation features consolidate complex, multi-step, and repetitive sales processes to streamline your operations and increase seller efficiency. Fine-tune your sales operations, reduce average time spent, and increase task completion rates while freeing up time for more impactful work and increasing customer facetime.

### Data validation safeguards for accurate forecasting.

WalkMe's guidance and automation paired with timely data validation tools ensure successful task execution. Engage your sellers to complete desired actions and proactively detect and correct data entry errors before they happen, guaranteeing the collection of up-to-date and accurate data you need for improved sales forecasting.

> **Instead of waiting on IT to conceptualize a fix, I am able to build out a WalkMe solution in a matter of hours; we're able to deploy a simple, yet elegant solution to encourage reps to use specific naming conventions — resulting in a 2000% increase in [accurate] documentation.**

**Michele Giacomuzzi**
Manager, Sales Enablement, Thermo Fisher Scientific

## Extend the value of WalkMe across your organization.

WalkMe's Digital Adoption Platform resolves digital friction across your entire tech-stack by providing employees with a smooth user experience within and across applications and a simple way to adopt new and changing technologies.

To learn about using WalkMe across all of your enterprise software, click here.





## About WalkMe

WalkMe's cloud-based Digital Adoption Platform enables organizations to measure, drive, and act to ultimately accelerate their digital transformations and better realize the value of their software investments. Our code-free platform leverages our proprietary technology to provide visibility to an organization's CIO and business leaders, while improving user experience, productivity and efficiency for employees and customers. For more information, please visit our website at: www.walkme.com

**WalkMe is successfully deployed at:**

Microsoft · Standard Chartered · okta · Red Hat · ThermoFisher SCIENTIFIC · twilio

servicenow · SurveyMonkey · pwc · CHRISTUS Health · sprinklr · IBM

American Airlines · LinkedIn · ticketmaster · Walgreens · DB SCHENKER