



ACCENT TECHNOLOGIES | CAMPAIGN CONCEPTS | REVIEW 2

FROM THE BRIEF

- + Key purchase drivers include: lack of adoption from sales reps on using CRM, lack of visibility into sales process, poor forecasting ability due to insufficient/inaccurate data. CRM adoption is the symptom, while seller performance and buyer engagement is the key output.
- + The single most important thought we want to communicate is unprecedented visibility into the sales process, through the evaluation of all buyer and seller communications and the sentiment and level of engagement those communications produce, with NO CHANGE IN BEHAVIOR FROM THE REP.
- + Consolidate Accent's branding (logo useage, color palette, tag lines, layout, etc) into a more unified and cohesive look and feel across the entire organization.

AUDIENCE

- + **CRM super charger personas** = CSOs, Sales Leaders, Sales Ops (IT)
- + **Connect** = CMO, Marketing Leaders, Marketing OPS (IT)
- + **Accelerate** = Combined

CONCEPT 1

Do less. Sell more.

Getting sales reps to enter crucial buyer data is a never-ending battle.

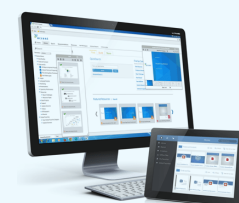
Now, there's a way to win the war. Accent CRM Supercharger automates CRM data entry and delivers powerful visualizations and actionable insights. Your team can put more effort into sales. And less into manual entry. With no extra effort. No change in behavior.

Do less. Sell more.





LESS TYPING. MORE CLOSING.



Getting sales reps to enter crucial buyer data is a never-ending battle. Now, there's a way to win the war. Accent CRM Supercharger automates CRM data entry and delivers powerful visualizations and actionable insights. Your team can put more effort into sales. And less into manual entry. With no extra effort. No change in behavior. **Do less. Sell more.**



MINIMIZE RISKS. MAXIMIZE INSIGHT.



Getting sales reps to enter crucial buyer data is a never-ending battle. Now, there's a way to win the war. Accent CRM Supercharger automates CRM data entry and delivers powerful visualizations and actionable insights. Your team can put more effort into sales. And less into manual entry. With no extra effort. No change in behavior. **Do less. Sell more.**



LESS WONDERING. MORE SEEING.



Getting sales reps to enter crucial buyer data is a never ending battle. Now, there's a way to win the war. Accent CRM Supercharger automates CRM data entry and delivers powerful visualizations and actionable insights. Your team can put more effort into sales. And less into manual entry. With no extra effort. No change in behavior. **Do less. Sell more.**



LESS RESISTANCE. MORE PERSISTENCE.



Now, there's a way with Accent CRM Supercharger. CRM data entry is automated, delivering powerful visualizations and actionable insights. Your team can put more effort into sales and less into manual entry. All with no extra effort. **Do less. Sell more.**



LESS STRESS. MORE SUCCESS.



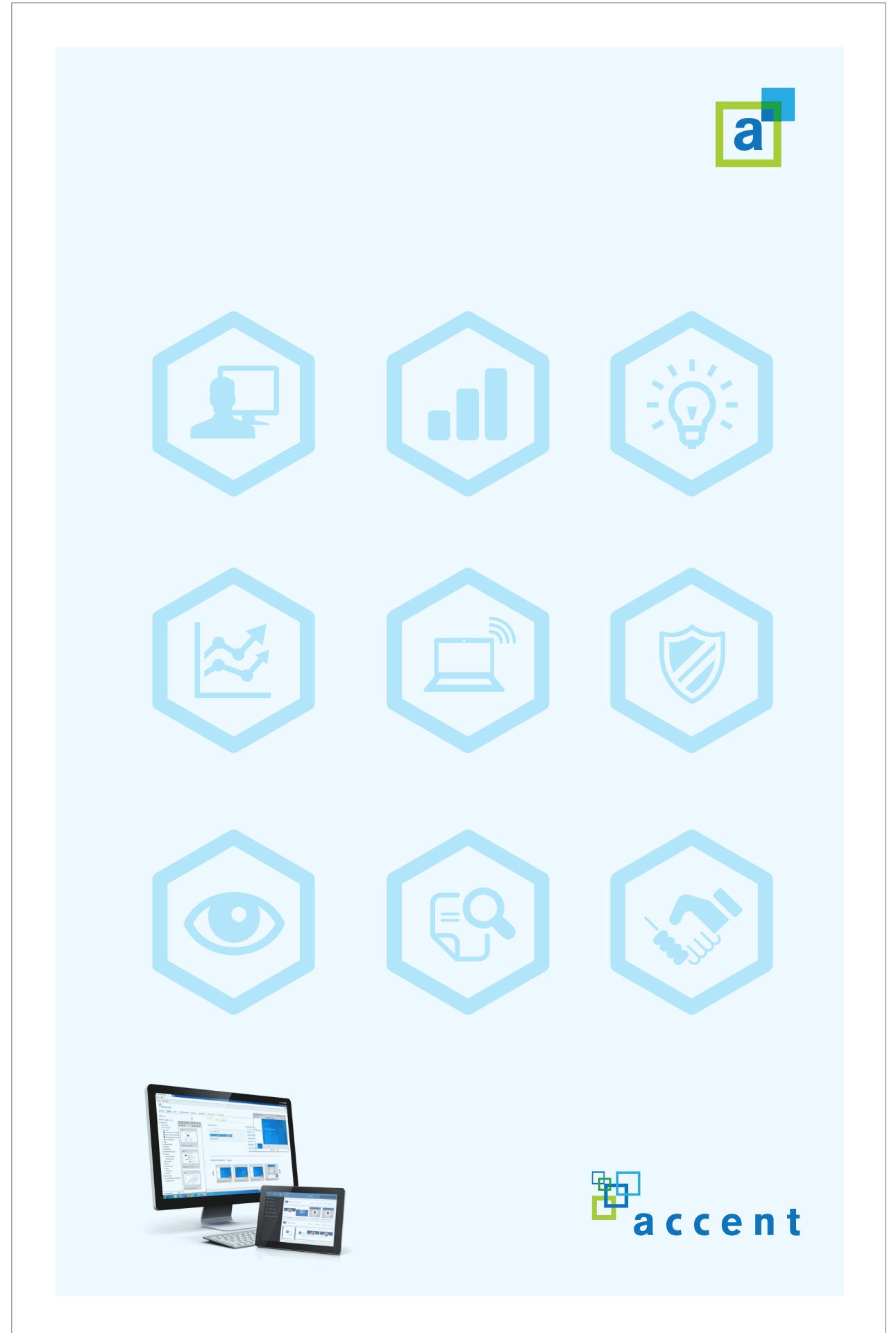
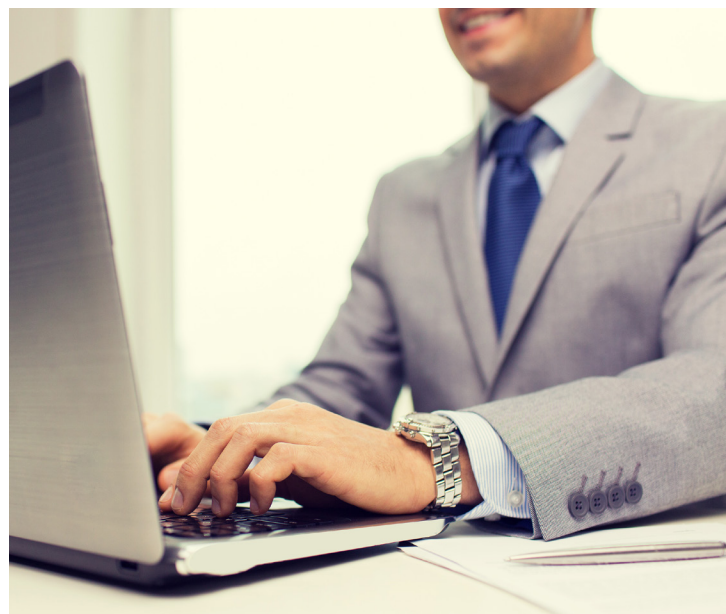
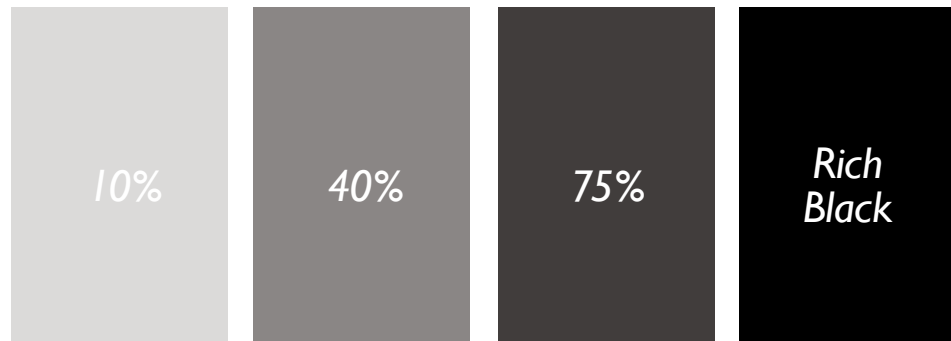
Now, there's a way with Accent CRM Supercharger. CRM data entry is automated, delivering powerful visualizations and actionable insights. Your team can put more effort into sales and less into manual entry. All with no extra effort. **Do less. Sell more.**



MORE SALES. LESS DATA ENTRY.



Now, there's a way with Accent CRM Supercharger. CRM data entry is automated, delivering powerful visualizations and actionable insights. Your team can put more effort into sales and less into manual entry. All with no extra effort. **Do less. Sell more.**



headline font
BEBAS NEUE BOLD

body copy font
Gill Sans Bold
Gill Sans Regular
Gill Sans Italic

accent

Headline Inventory

**LESS TYPING.
MORE CLOSING.**

**MINIMIZE RISKS.
MAXIMIZE INSIGHTS.**

**LESS WONDERING.
MORE SEEING.**

**LESS FEARING.
MORE FORECASTING.**

**LESS HEAD SCRATCHING.
MORE SALES STRATEGIZING.**

**LESS STRESS.
MORE SUCCESS.**

**LESS ADOPTION.
MORE RESULTS.**

**MORE REVENUE.
LESS ADOPTION.**

**LESS RESISTANCE.
MORE PERSISTENCE.**

**MORE SALES.
LESS DATA ENTRY.**

**LESS REVIEWING.
MORE REVITALIZING.**

**DON'T CHANGE YOUR REPS.
CHANGE YOUR TOOLS.**

**MORE AUTOMATION.
LESS PROCRASTINATION.**

**LESS COACHING.
MORE PRODUCTIVITY.**

**MORE RESULTS.
LESS COACHING.**

**MORE VISUALIZATION.
LESS FRUSTRATION.**

Long version body copy

Conversations about sales situations often lead to frustration for both reps and leaders. That's why it's so important to get a clear picture of each opportunity from several angles.

Using powerful AI and roll-up visualizations, Accent CRM Supercharger does just that—it gives a big-picture view of activity levels, effectiveness levels, milestones and results. Pipeline reviews go from “just trying to understand” to “engaged strategy sessions.” All with minimum vexation. And maximum cooperation.

- *Automatically adds all sales activities right into your CRM*
- *Generates powerful visuals to help you assess situations and develop meaningful strategies*
- *Creates actionable insights to expose risks and determine next steps*
- *Provides real-time alerts to help you follow up at the right time with the right information*

Get a free demo of CRM Supercharger. It's fast, easy and risk-free.

Miscellaneous copy lines

INTELLIGENCE YOU CAN ACQUIRE.

A SMARTER WAY TO SELL.

SELL SMARTER. NOT HARDER.

CONCEPT 2

Supercharge your sales (reps).

It's a fact of life that sales reps hate entering data into CRM.

And even when they do it's often incomplete—leading to an equally incomplete picture of situations and relationships. Accent CRM Supercharger offers a smart solution. It auto-detects all sales activities and automatically adds them to your CRM. Reps spend less time entering data. And more time selling. Leading to the kind of performance that just may warrant a standing ovation.





**It's the do
everything.**
And you're the
know-everything.



**It's a fact of life that sales reps
hate entering data into CRM.**

And even when they do it's often incomplete leading to an equally incomplete picture of situations and relationships. Accent CRM Supercharger offers a smart solution. It auto detects all sales activities and automatically adds them to your CRM. Reps spend less time entering data. And more time selling. Leading to the kind of performance that just may warrant a standing ovation.

*Get a free demo of CRM Supercharger.
It's fast, easy and risk-free.*



» Sales reps aren't entering data and you couldn't be happier with their performance.



It's a fact of life that sales reps hate entering data into CRM.
And even when they do it's often incomplete leading to an equally incomplete picture of situations and relationships. Accent CRM Supercharger offers a smart solution. It auto detects all sales activities and automatically adds them to your CRM. Reps spend less time entering data. And more time selling. Leading to the kind of performance that just may warrant a standing ovation.

Get a free demo of CRM Supercharger. It's fast, easy and risk-free.



» Never bury your buyer emails. Let your smart assistant handle it.



It's a fact of life that sales reps hate entering data into CRM.
And even when they do it's often incomplete leading to an equally incomplete picture of situations and relationships. Accent CRM Supercharger offers a smart solution. It auto detects all sales activities and automatically adds them to your CRM. Reps spend less time entering data. And more time selling. Leading to the kind of performance that just may warrant a standing ovation.

Get a free demo of CRM Supercharger. It's fast, easy and risk-free.





Your sales reps don't have a clear picture of their pipeline.
But you can totally visualize it.



Accent CRM Supercharger offers a smart solution.
It auto-detects all sales activities and automatically adds them to your CRM. Reps spend less time entering data. And more time selling.
Get a free demo of CRM Supercharger. It's fast, easy and risk-free.



Your sales reps aren't scoring sales.
Good thing you're scoring opportunities.



Accent CRM Supercharger offers a smart solution.
It auto-detects all sales activities and automatically adds them to your CRM. Reps spend less time entering data. And more time selling.

Get a free demo of CRM Supercharger. It's fast, easy and risk-free.

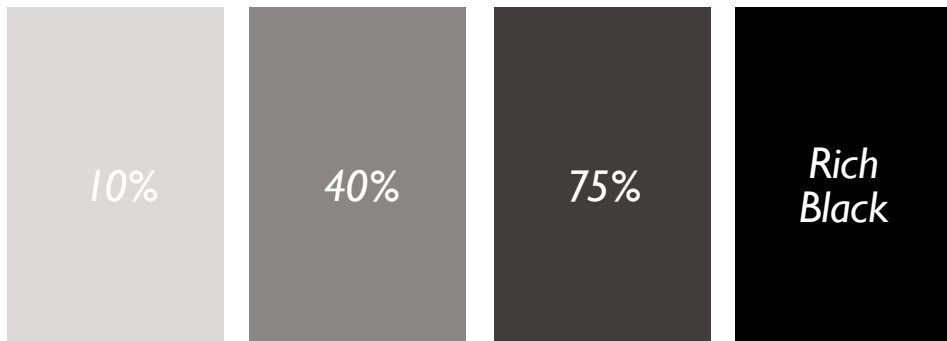


The new CMS: Content Management Success.



Accent CRM Supercharger offers a smart solution.
It auto-detects all sales activities and automatically adds them to your CRM. Reps spend less time entering data. And more time selling.
Get a free demo of CRM Supercharger. It's fast, easy and risk-free.





headline font

Open sans bold
Open sans regular

body copy font

Open sans bold
Open sans regular
Open sans bold italic



Your sales reps aren't entering data
and you couldn't be happier with their performance.

Never bury your buyer emails.
Let your smart assistant handle it.

Your sales reps aren't scoring sales.
Good thing you're scoring opportunities.

The new CMS:
Content Management Success.

The system sees it all.
And you know it all.

It's the do-everything.
And you're the know-everything.

Automatic CRM adoption?
Yeah, you read that right.

Automated CRM adoption.
Complete visibility.

Connect. Supercharge.
Accelerate. Repeat.
Sales with a lot more momentum.

Long version body copy

Is sales rep procrastination leading to frustration?

Maybe it's time to hire an intelligent assistant to keep them on task. Accent CRM Supercharger uses advanced AI to automate CRM data entry, create powerful visualizations of selling scenarios, provide actionable insights and offer real-time alerts of buyer activities.

Supercharger's algorithms auto-detect sales activities and buyer contacts and automatically adds them right into your CRM. Your sales team gets more selling time. Marketing gets better data. And leaders get the visibility they need. All of which can turn delays into deals.

Get a free demo of CRM Supercharger.
It's fast, easy and risk-free.



ORCATM
CREATIVE

THANK YOU!
