

# SUHASINI KIRLOSKAR

## CONTENT SAMPLE



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### SALES WORKFLOW MANAGEMENT

Get your sales engine to fire on all cylinders

CONTACT US

*Lee & Jones Architecture Firm, 2016 to 2017*

FUNCTION | SALES

### CONTENT STRATEGY WEBSITE CONTENT

**SECTOR: SOFTWARE,**

**CLIENT LOCATION: USA**

This software services company was working with us to create a content strategy, then execute a content marketing program. They realized the need for a new website that would better articulate their updated capabilities, and be designed for digital marketing.

I wrote the entire website content - including all the banner headlines and body copy.

I also wrote blog posts for their target keywords. I worked with the WordPress developer on the page layouts, image selection and content so that all elements came together just right.

Sales effectiveness is a business imperative, and the while sales activities are highly visible, what goes on behind the scenes is also critical for success. Can your processes, technology and systems increase sales efficiency? Or are they eating away at the time and energy of salespeople – resources that could have been put to far better use if focused on customers? Automating sales workflows increases the effectiveness of the sales function dramatically. Technology based systems designed for sales enablement can free up your teams to find more opportunities and close more deals.

At CCR Technologies, we have the expertise to give you the full benefits of sales automation. We study your workflows and existing systems, and design sales workflow automation systems that map perfectly to your business and objectives.

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