POLARITY
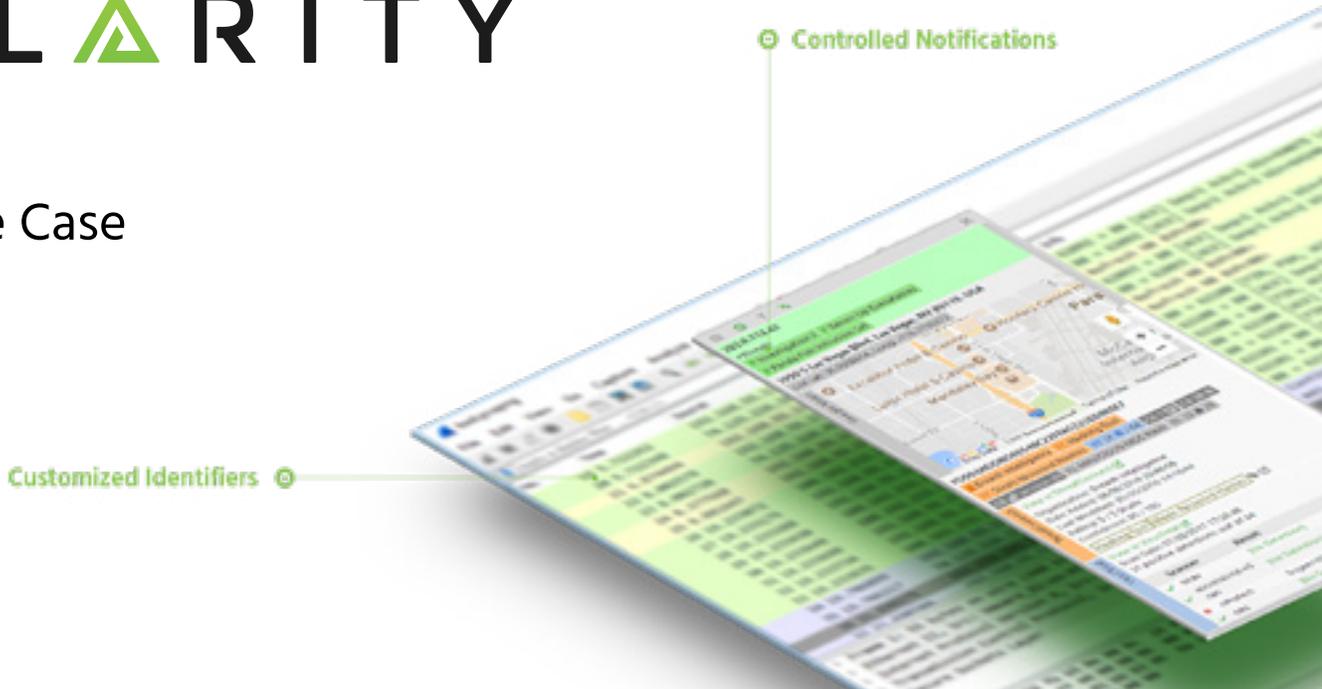
Sales Use Case

Controlled Notifications

Customized Identifiers

WHAT IS POLARITY?

Polarity is a memory augmentation platform created on the principle that people are the most integral component of decision making. Polarity provides a new way for professionals to utilize a collective memory by delivering critical information to the right team members only when it is relevant to what they are working on.

POLARITY FOR SALES PROFESSIONALS

The end-to-end sales process is riddled with challenges, from initial prospecting and engaging the best stakeholders to establishing rapport and closing deals. But what if you could become a super-human salesperson? Rapidly become familiar with product offerings; see associations that others could not; rely on industry insights that others don't access; capitalize fully on every opportunity to develop key relationships with your contacts. With these super-human abilities, a salesperson could optimize their existing process, capitalize on their sales tools, and maximize their efforts. These abilities are offered through Polarity.

Polarity drives professionals to make better and faster decisions, increasing productivity, and reducing the risk of lost opportunities. Polarity works by analyzing the content of a user's screen and notifying the user about information of interest, helping to ensure that Sales Professionals never miss the opportunity to identify a need, strengthen a relationship, or maximize the value and time of customer engagement.

Sales Challenges

DELAYED RAMP UP-TIME

Organizations dedicate significant resources to the onboarding of Sales Professionals when transitioning product knowledge and enabling sales personnel to confidently present products to prospects or existing customers. Typically, organizations:

- spend hundreds of hours drafting training material and organizing training sessions
- mandate that sales personnel invest significant time in their first several months towards the establishment of product foundations
- divert time and resources from business development towards the construction of internal playbooks and strategies

All of this time and money is being invested while Sales Professionals are being paid and still haven't been allowed or trusted to reach out to a single prospect/customer and develop pipeline.

With Memory Augmentation

CONTEXT DRIVEN ONBOARDING

Polarity automatically searches for and delivers relevant context to Sales Professionals as they are working. As such, Sales Professionals can more rapidly initiate the sales process as Polarity lessons the burden of socializing foundational information.

Since Polarity operates at the screen level, it can enable collaboration across multiple applications, toolsets and workflows. For example, simply by recognizing key words on a representative's screen, Polarity can:

- Socialize key products and offerings, as well as internal subject matter experts in particular areas of business development
- Access ontologies to ensure Sales Professionals are leveraging a common language and message across a distributed sales team
- Socialize standard operating procedures and internal business processes

Sales Professionals no longer have to choose between working fast and working thoroughly.

POOR PROSPECTING

After training, Sales Professionals need to continuously gather contextual information from a wide range of sources including their managers, colleagues, the Internet (LinkedIn, Industry related media, Twitter, etc.), and internal sources (Salesforce, HubSpot.) This process is time consuming and can be a disabler rather than an enabler in the pursuit of monthly and quarterly goals as well as result in softer performance metrics such as those directly aligned to customer engagement. Incomplete contextual information due to time constraints, data silos, and tools that cannot interoperate result in undiscovered existing relationships, unrecognized paths to closure, customer buyer journeys, pain points, etc.

Work efforts are sometimes duplicated as multiple Sales Representatives research the same leads and account information over a period of hours, days, and weeks, greatly reducing productivity.

The opportunity for collaboration and leveraging multiple resources, a key component of a well-functioning Sales Professional and SDR/BDR relationship, is lost if personnel who are working on related issues are unable to find one another.

Hours of monotonous look-ups, queries, and data entry reduces the quality and speed of human decision-making, leading to mistakes of habit.

TOTAL PROSPECT AWARENESS WITH POLARITY

Sales Professionals using Polarity have total-data-awareness as Polarity automatically notifies them of intelligence generated by their managers, previous account owners, marketing, internal tools, and external knowledge repositories.

Further, as this information is maintained in an authoritative source of record, it can be relied upon as the most current and trustworthy information available to the Sales Representative.

For example, if one Sales Professional is researching new accounts or new leads, Polarity can accomplish the following:

- Immediately create awareness of existing company relationships.
- Provide immediate insight into the demographics of a company. What previously may have been skipped over by a Sales Representative as a result of bias, might rather become an area of interest given the industry or revenue of a company.
- Without leaving the screen they are working on, Polarity can create awareness of technologies, existing partners, or other valuable information about the prospect on the fly.

[Click here to more about this resource on our blog](#)

Polarity combats sales fatigue by automating the most repetitive and time-consuming components of a Sales Professional's daily workflow. Reduced lookups and automatically delivered contextual information speeds up the decision-making process letting Sales Representatives focus on generating revenue.

LACK OF INTERNAL PROCESS AWARENESS

No two companies are alike. Further, sales processes and procedures are influenced by an organization's size, workforce, history, heritage and culture.

With time, opportunity or happenstance – sales personnel may deviate from certain practices in order to achieve sales objectives.

While these deviations may be observed in the moment as necessary, risk may be introduced into the organization as a result of straying from internally defined sales processes.

POLARITY ENHANCES SITUATIONAL AWARENESS

Polarity can support alignment with internal sales processes by automating the notification of procedural steps when it is situationally relevant.

For example, when sales personnel are in receipt of a Request for Proposal ("RFP") Polarity can remind sales personnel of the importance of entering the specifics of the RFP into CRM platforms. In another case, should a legal document such as a Non-Disclosure Agreement or Master Services Agreement be received, Polarity can remind sales personnel of the appropriate parties who can review and execute such documents.

Likewise, Polarity can access the intelligence within CRM platforms to determine the organization's relationship with the company issuing the RFP. For example, sale representatives can gain immediate awareness of the account owner simply by observing the name of the account on their computer screen.

Stanley Ipkiss
#ManagersContacts #Contacts
P interested in advancing norse mask production
P CXO at Truman Group
P Waiting on introduction to key buyer
P Major influencer   P Goes by Stanley   +2

Polarity supports adoption and adherence to internal sales processes - supporting the organizations involvement of key personnel and alignment with overarching sales strategy

INHIBITED RELATIONSHIP MANAGEMENT

While there are clear market trends and recognizable patterns across many buyers, it is the attention to details that will spur, develop, and continue to allow any relationship, including one with a prospect/customer, to grow to its full potential.

This is often achieved through genuine interest and curiosity in others, but in a business environment it can become impossible to remember all of the quirks, preferences, and do's and don'ts of how to manage those business relationships.

Sales personnel may have to search for those contextual clues in a CRM platform, handwritten notes, or rely on human memory before a call or email. Any combination of these techniques will result in lost time and can prove costly when the right clue is not found.

CONTEXTUAL RELATIONSHIPS THAT LAST

Polarity allows you to enter notes about your contacts, opportunities, and accounts directly into a platform that allows for its retrieval when you need it most.

Simply by observing a name in email, Polarity can instantly remind you of contact preferences, pre-existing scheduling conflicts, hobbies that your customer enjoys, and other personal touches that would otherwise be lost.

Automatically delivered contextual data speeds up and safeguards customer relationship building.

ABOUT POLARITY?

Polarity, Inc. is a software company which focuses on augmenting human analysis with a collective memory. Shared automatic access to intelligence has enabled Polarity's customers to improve a professional's ability to make better and faster decisions. Polarity is the first memory augmentation platform designed for Sales Professionals.