

Elvance

PreSales for Salesforce

The Evolving Sales Landscape

Extended Sales Cycles

Increased due diligence means longer sales cycles, putting pressure on teams to effectively manage opportunities.

Forecasting Focus

Missed or inaccurate forecasts are greater impacting business strategy. Increased validation and scrutiny is being applied.

AI-Powered Selling

Automated AI selling tools means Sales and PreSales are addressing more complex solutions and requirements.

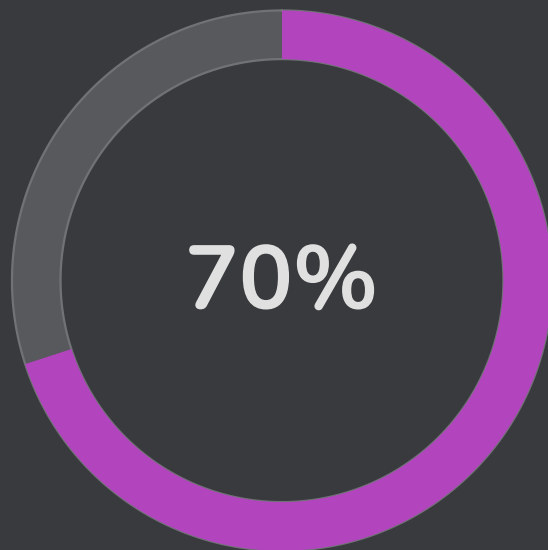
Value Positioning

Demonstrating value and ROI is critical with collaboration between Sales and PreSales more important than ever.

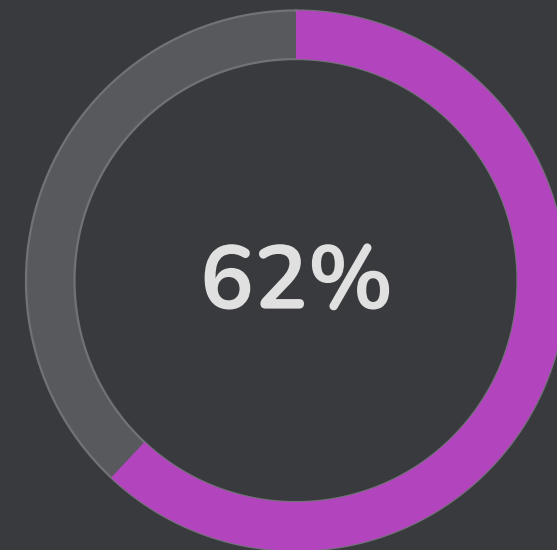


Is Directly Impacting PreSales

- 1 PreSales teams are often not growing at the same pace as sales teams, creating resource constraints.
- 2 There is an increased focus on KPIs and measuring the impact of PreSales efforts, demanding more data-driven insights.
- 3 Value positioning is essential for winning deals, requiring PreSales to effectively communicate the benefits of solutions.
- 4 PreSales teams are facing increased pressure to optimize sales execution and maximize efficiency.



PreSales leaders struggle to track core KPIs for their team.



Organizations do not capture the value identified by PreSales.

And Presents Common Challenges.



Selling outside of your ideal customer profile

Focussing on the wrong opportunities is costly and inefficient. Evaluating and deciding early whether to invest time is critical.



Managing multiple apps and reducing data silos

Capturing valuable PreSales and Opportunity data in different applications causes data silos and results in poor collaboration and decisions.



Ineffective workflows with no automation

Data is key to driving improvements and understanding trends, however manual data entry is time consuming and frustrating for Sales Engineers.

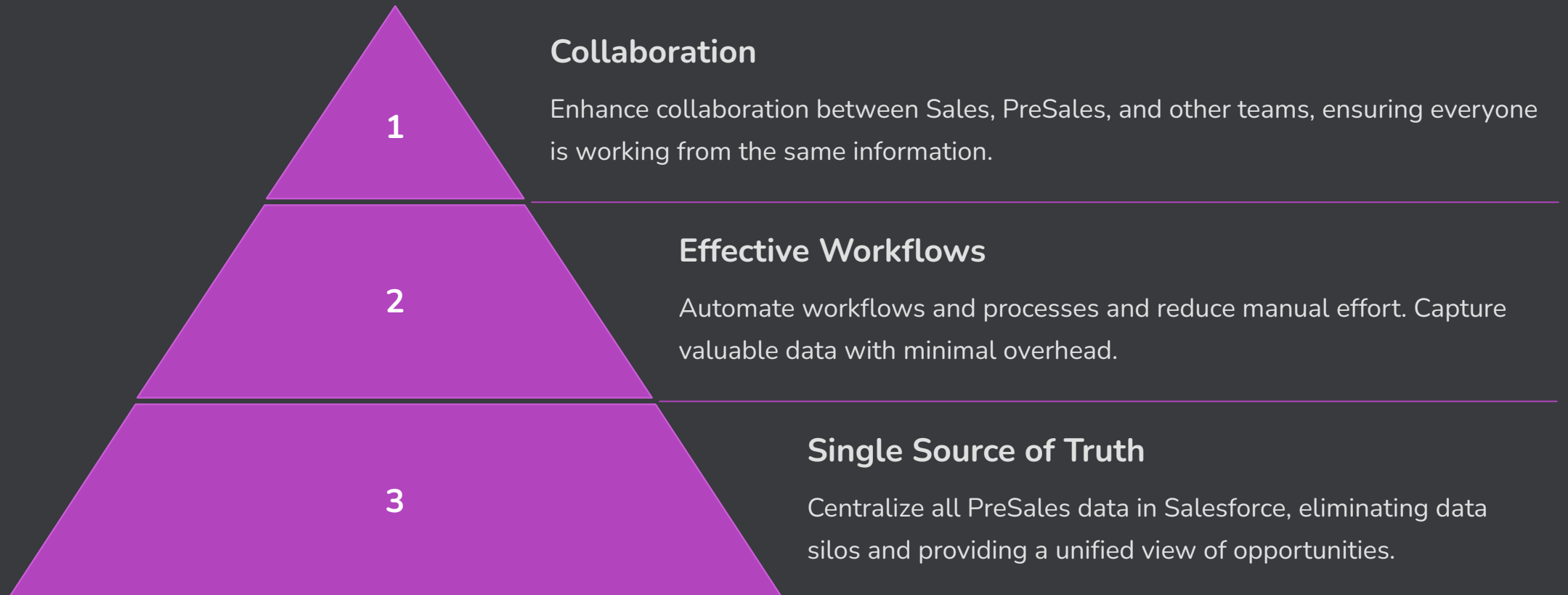
Introducing Elvance:

Elevate PreSales and Propel
Revenue Potential.

Elvance transforms your technical sales process to
maximise win-rate, team effectiveness and collaboration.



Solving Key Pillars



With Transformative Results

Elvance empowers PreSales teams to make data-driven decisions with powerful insights. Resulting in increased team effectiveness and significant KPI improvements.

2.3x

Average deal velocity increase.

40%

Technical win rate increase.

80%

Increase in forecast accuracy.



Replicate Success

Proactively address risks, product gaps, and forecast misalignment, enabling teams to focus on winning deals.



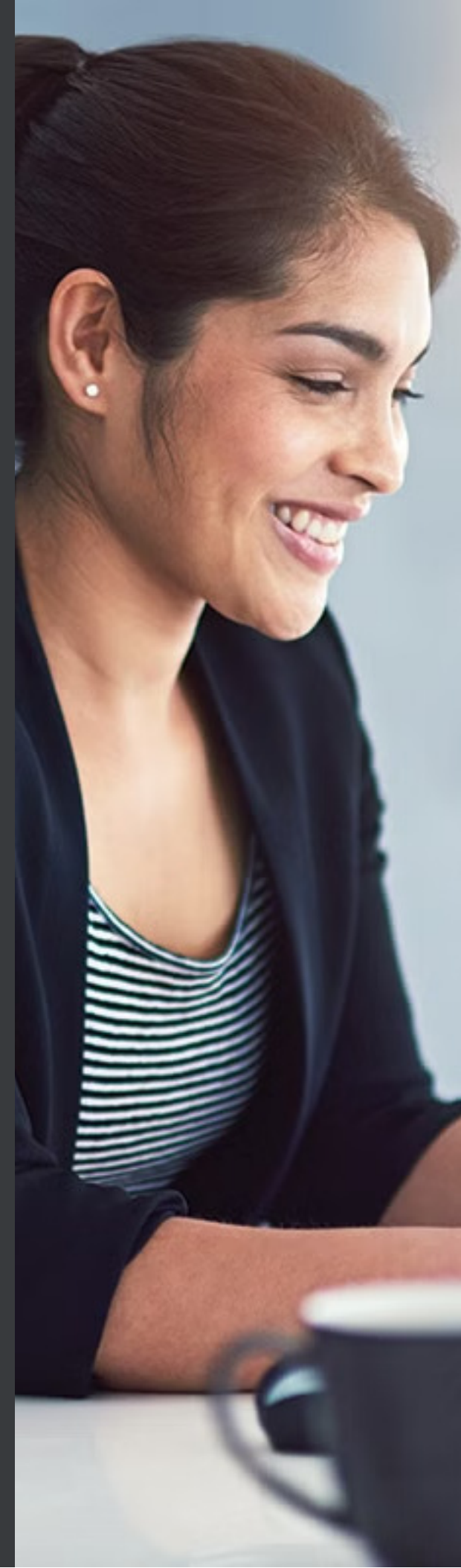
Proactive Decisions

Leverage insights and analytics to make data-informed decisions, driving improved win rates and sales outcomes.



Make PreSales Smile

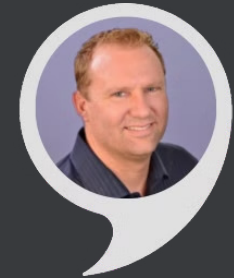
Automate tasks and reduce manual data entry, freeing up PreSales teams to focus on valuable activities.



Trusted by Global Companies:

“This changes the game”

“Discovering Elvance was exactly what we needed. It allows SEs to provide and track meaningful information alongside Sales in one place (SFDC)”



Brian Walters

Head of Solutions Engineering, PingCAP

Our Story

Designed By PreSales Leaders

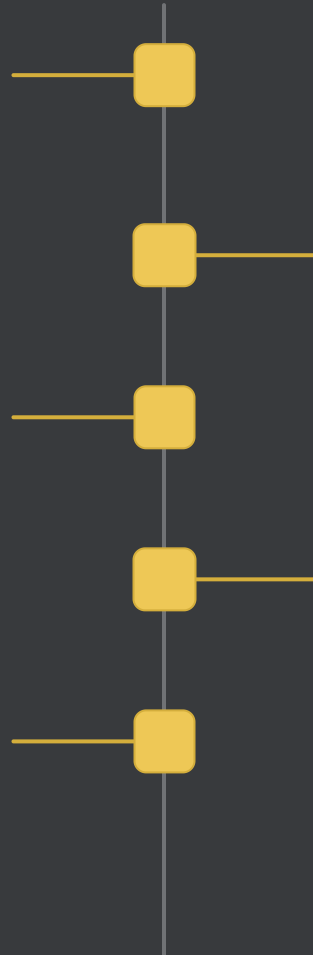
Elvance was designed by PreSales and commercial experts in 2022 after identifying a key gap for a Salesforce native application with the aim of elevating, empowering and supporting PreSales.

Customer Advocacy

Elvance receives multiple 5* reviews from customers and builds a global customer base.

Leading Innovation

Elvance continues to grow and release new features designed to Elevate PreSales and Propel Revenue Potential. Including; Intelligent activity capture, AI insights and advanced analytics.



Salesforce Partnership

Elvance is approved and released on the Salesforce AppExchange as a certified application native to Salesforce.

Expert Advisory Team

Elvance grows its advisory team to include experts across PreSales, Salesforce and revenue operations, guiding the development of the company.

Product Overview

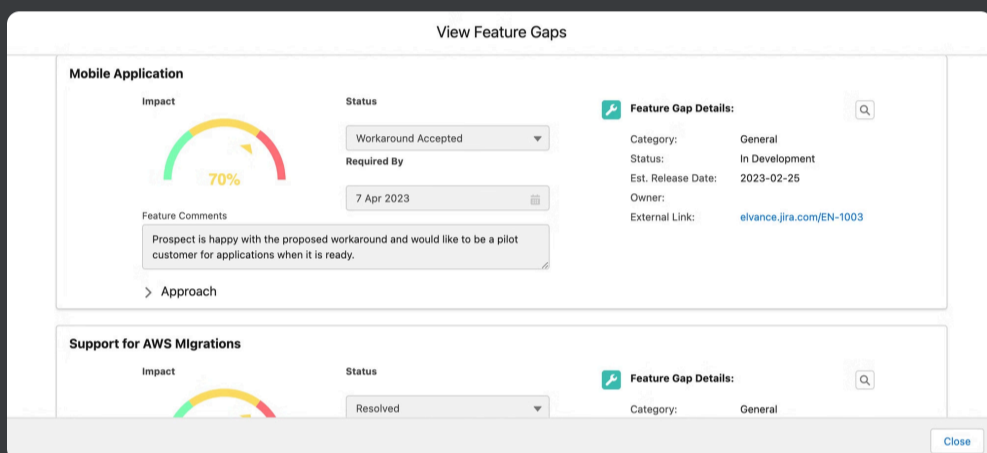
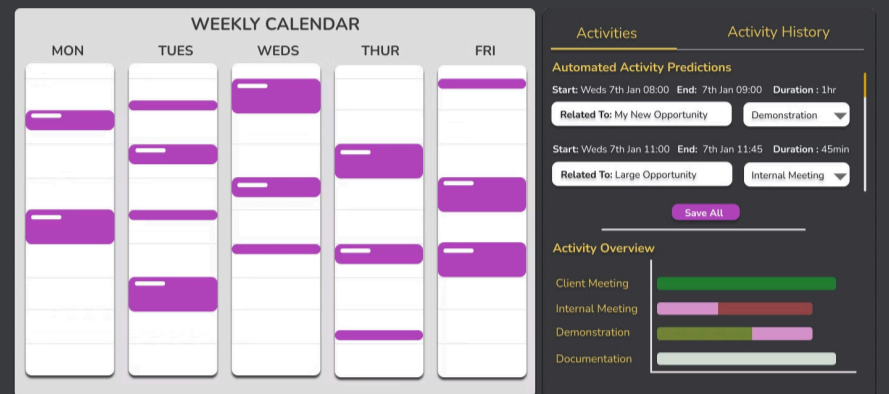


AI Technical Scorecards

Capture the technical detail, influential activities and potential risks to proactively address and drive the technical win. Through aggregation of historic scorecard data and our AI analysis and predictions we provide powerful insights and trends to increase your win rate.

Calendar Integrations

Effortlessly track activities and obtain valuable insights into activity trends, cost-of-sale metrics and more. Automated AI predictions remove manual data entry.

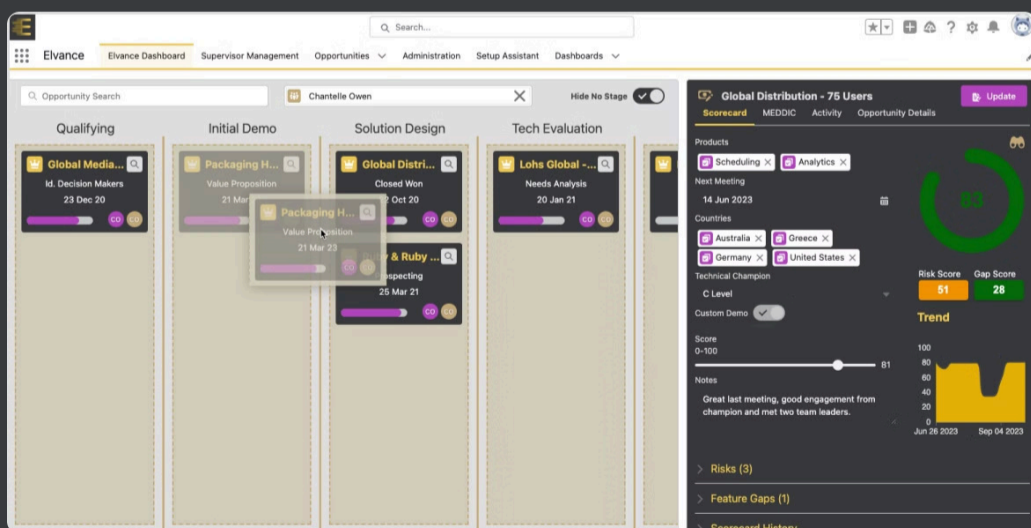
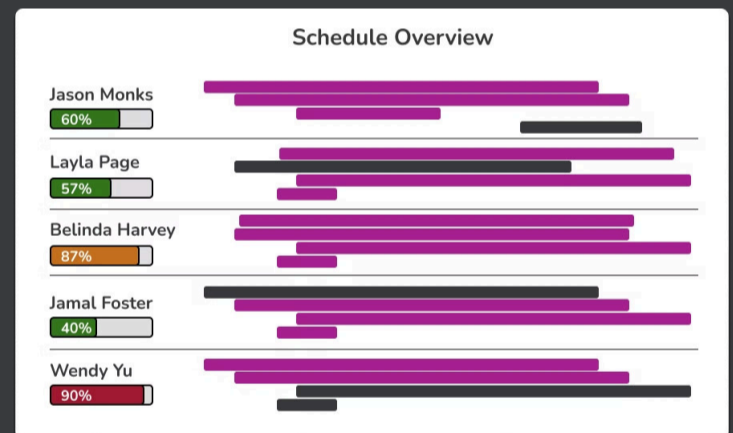


Product Gap Tracking

Analyze and measure the impact of product gaps and trends through sales cycles. Influence your product strategy with crucial PreSales data and integrate into existing product tracking tools.

Resource Management

Intelligent resource assignment identifies the best team for success and provides utilization, capacity and scheduling insights. Assign based on Opportunity data and specific skills required with flexible models to meet your requirements. Gain the metrics needed to justify additional team members.



Opportunity 360

View opportunity progression and assignment through your intuitive matrix dashboard. Achieve more accurate forecasting and identify misalignment with multi-dimensional analysis.

Advanced Analytics

Elvance's analytics suite offers over 50 pre-installed reports and full flexibility. Our unique AI trend analysis highlights the metrics that matter to improve your teams performance.



Key Integrations



The Only Salesforce Native PreSales Platform!



Integrated Activity Logging and Event Synchronization with Google Calendar.



Integrated Activity Logging and Event Synchronization with Outlook Calendar.



Track Product & Feature Gaps with Bi-Directional Synchronization to JIRA.



Track Product & Feature Gaps with Bi-Directional Synchronization to Productboard.



Track Product & Feature Gaps with Bi-Directional Synchronization to UserVoice.



Integrate with the Leading Revenue Intelligence Data Application.



Integrate Consensus Buyer Enablement & Demo Data into Elvance.



Integrate PreSales Data into Gainsight Customer Success Health Scoring.

and more..

Elvance