**SUPERHERO SELLING**
Field Marketing Automation in Action

1. As our story begins, our mild-mannered seller is working on a deal for CRM. She made it to the pitch, but the CIO has further declined meeting requests to discuss the CRM project.

2. The account seemed to be stalled. It’s time for Super Seller Sasana to the rescue.

3. The quarter is coming to an end and there’s no way for her to make her number if she doesn’t close the deal.

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6. Marketing alerts our seller that new information is available that could help her cause.

7. She’s done her research. Using LinkedIn Sales Navigator, she quickly finds new contacts, and requests TeamLink introductions.

8. But she doesn’t stop there. Using Folioze, she sends the CIO and three other executives (including the CMO) dynamic content on Dynamics 365 with customer stories of transformation and change management.

9. Using Outlook, she sends the Folioze message to her target contacts.

10. Our seller watches to see if her interactive Folioze message is received.

11. Like X-ray vision, our seller can see her customers interact with the content in the Folioze board.

12. Within hours of sending the Folioze board, the CMO starts viewing the content and immediately sends an email asking how he can help to move the deal forward.

13. By that afternoon, a meeting is scheduled, and the deal is back on track. Superhero seller made it happen again.