

## PROS - Healthcare - Sales Experience eBook - Supporting Docs

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### SFDC eMail Copy (<125 words)

- **Subject:** Would you like to see how PROS helps companies drive revenue with Modern Commerce? **Want to learn how pricing affects your customers buying decisions? (Note- I gave you two options here. I think the bold sentence is better for open rates.)**
- Improve sales with Results for Big E-Commerce help companies drive revenue and optimize their omnichannel commerce operations.
- **Prehead text:** Discover PROS technology with predictive analytics can determine where your best opportunities for growth exist.
- **Banner:** Let PROS Show You to Drive Digital Sales Growth
- **Head:** Scalable digital foundation is central to creating the best lifetime customer experience. See how pricing consistency across channels escalates profits.
- **Email Copy**

Hi Name,

[Insert email body]

Hello "Prospective Customer",

I devoted some time to research your company and wanted to give you some compelling information on how PROS solutions have produced staggering results for companies in your industry.

Do you wonder what could be at risk at your company?

- Wondering about your pricing strategy to stay on top of competitors?
- Are your current CRM solutions providing automation, but lack revenue and margin growth solutions?
- Are you looking to improve your price efficiency with your customers, and gain more negotiating power with clients?
- Are you concerned about global business competition?
- Want to reduce deal turnaround time obtaining more sales revenue?

**PROS leverages technology with predictive analytics to determine where the best opportunities for growth exist.**

Our customers consistently outperform the S&P 500 and demonstrate their commitment to us through a 95+% renewal rate. PROS makes it possible for companies to price, configure and sell their products in an omnichannel environment with speed, precision, and consistency.

You probably have other concerns about increasing sales productivity. Let's talk. I promise it will be the most insightful 10 minutes you spend this week.

**eMail COPY** (<125 words)

- Subject: PROS Innovative
- Prehead text: The Sales Experience Your Customers Want That Will Drive Growth
- Banner: The Experts at Driving Growth With Modern Commerce
- Head:
- Email Copy:

Hi Name (SFDC Only),

[Insert email body – include hyperlink to webpage]

At PROS we are experts at helping you exceed your customers' expectations to drive revenue growth. Empower your customers with PROS Dynamic Pricing Science.

Let us show you how to keep customer loyalty by outshining your customers' expectations fueling revenue growth for (Xyz Company) with Modern Commerce.

PROS understands your challenges. PROS has helped healthcare manufacturers get up to speed on changes in the market tempering risk and preventing losses.

With PROS you can get that personalization and frictionless buying experience for your customers that will drive growth. PROS offers the best solutions to meet the needs of the customer, placing your relationship with them an important one.

Sales professionals can use customized data about their prospects to develop unique sales experiences and spend less time performing administrative tasks and spend the time developing relationships and making sales.

Read our E-Book on REMOVING COMPLEXITY and close pricing deals faster instead of losing business because they take days to turn around.

**Social Tags**

2-3 of these will have an image included – so keep at least three really short. Include relevant hashtags.

- **Twitter** (5 posts) – For the short ones keep to 75 characters and all others no more than 120 characters
- See how offering more benefits to your customers with subscription services will expand wallet share. #pros #subscriptionservice
- Shift to modern commerce to stay ahead of the competition with PROS. #pros #ecommerce #moderncommerce
- Learn how PROS constructs deep insights to close new business at the negotiation table. #pricingmodel #pricing strategy
- Discover how PROS software expands sales growth. Here’s how. #technology #business
- Buyers don’t want to be sold. Learn how PROS analyzes your customer’s data so they contact you for more services. #datascience
- **Facebook** (3 posts)
- Discover three trends for modern commerce today. #modercommerce #ecommerce
- Stay ahead of the competition. Let PROS show you how we helped successful companies create customer lifetime value into their decision making. #sales #productivity
- Stop using historical averages of data to analyze your customers. See how PROS can get you competitive pricing precision. #datascience #bigdata
- **LinkedIn** (3 posts)
- Learn how to gain a competitive edge with subscription services from PROS. #profit #subscriptionsoftware
- Learn how utilizing new metrics and KPI’s with PROS interpret data that lets you see customer’s insights. #datascience #bigdata #kpi #metricpricing
- Gain customer lifetime value with subscription services from PROS.#manufacturing
- Don’t settle for 5% price erosion. Let PROS pricing analytics take charge to deliver better prices while you drive loyalty and value with your customers. #pricinganalytics

**Homepage Slider** (Provide 3-4 to choose from – 4-6 words each)

- Have You Discovered Modern Commerce Yet?
- Pay as You Grow With Subscription Services.
- Gain a competitive edge with subscription services from PROS.

- Many Challenges- One Solution- PROS
- PROS Creates Great Experiences For Customers.

**Retargeting Copy** (Provide 4-6 to choose from – 3-5 words each)

This is short copy targeted to people that are on the website. It's like pop ups for people to get their attention to download the asset (ebook, tip sheet, infographic, etc.)

- Best Tips About Modern E-Commerce.
- See How PROS Can Increase Your Sales Channels.
- See Why Pricing Strategies Drive Loyalty.
- Embrace The Buyers Needs With Pricing Strategies.
- Pricing Strategies That Increase Growth.

**Paid SEM Copy** – This is copy for paid social ads

Headline #1 (30 char) E-commerce Pricing Strategies You Need To Know

Headline #2 (30 char) Your Guide To Boost E-commerce sales

Description Line for Headline #1 (80 char) Learn effective pricing strategies that win new business.

Description Line for Headline #2 Learn what influences customers buying decisions.

**Resource Touts Copy** (Provide 3-4 to choose from—1-2 short sentences)

Touts are boxes on a page that a person can scroll over and additional info pops up. See examples below.

- Infographic: Modern E-Commerce reduces the risk of losing customers.
- PROS Tip Sheet: Your guide to Excel your pricing strategies to the next level
- Blasting Through the Status Quo while enhancing buyer's experiences. Insights from PROS
- Obtain The Competitive Advantage With Personalized Pricing Offers

- **Landing Page Copy** (No more than 200 words)

- Banner Copy: Improve Sales Conversions with PROS

- Page Title: The E-Commerce Strategy That Quickly Leads to Profitability and Customer Growth-or (Are you recognizing the best way to sales growth?)
- Page Copy:

[Insert Page Copy]

B2B customers today want manufacturers to deliver a fast, frictionless, and precise sales experience. PROS Make it easy for your customers by eliminating internal price negotiations resulting in a quicker sale.

Pros helps companies realize the revenue potential and capture functional synergies of omnichannel commerce.

### **Technology Solutions**

Pros delivers new metrics and KPI's to interpret data that lets you see the customer's insights, enabling you to close deals quickly, accurately and profitably.

Leverage the power of customized data for your sales team with predictive analytics, dynamic pricing science, and machine learning alerting you to customers buying preferences.

### **Imagine the Possibilities**

PROS solutions make it possible for companies to price configure and sell their products and services in an omni-channel environment with speed, precision, and consistency. Actionable insights will alert you to make decisions with confidence, and close deals quickly, accurately and profitably.

Being a successful healthcare manufacture requires you to provide optimized pricing. Revenue generation in healthcare is changing as B2B buyer expectations evolve. PROS gives your customers the ability to buy products at competitive pricing easily and efficiently.

See how CPQ solutions with PROS can drive a 2-4% profit and up to 15% incremental margins.

Want PROS to show you how to gain more sales? Download the E-Book