



Sales Enablement, Simplified.

We've made a thoughtful decision to focus on getting the basics right, and perfect a platform that invites adoption. Modus delivers easy access to content, buyer engagement tools + value-based analytics to:

- ✔ Unite your sales, marketing + operations teams in the mission to create meaningful engagements between sellers and buyers.
- ✔ Advance customers' buying decisions and accelerate your sales growth.

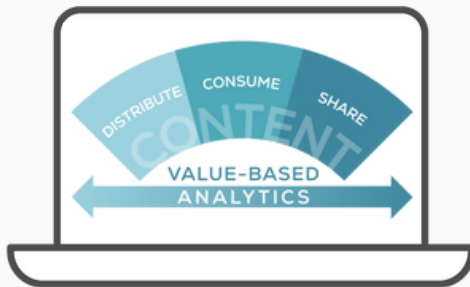
Our view on successful sales enablement is simple: connecting with a purpose achieves higher win rates **AND** creates inspired customers. **LET'S SUCCEED TOGETHER.**

CONSUME CONTENT

DISTRIBUTE CONTENT

Simplify the way content is managed and distributed with Modus' intuitive search + navigation. It's easy to create new content collections and just-in-time learning modules that drive your go-to-market initiatives forward.

Easily navigate to the content you need with a simple UI. Group content for both in-meeting use and follow-ups. Alerts notify sales reps about the latest updates. Offline accessibility provides flexibility when connectivity is limited.



SHARE CONTENT

Keeping tabs on what (and when) sales shares with buyers is no problem with built-in usage analytics. Plus, Digital Sales Rooms provide reps with their own microsite to collaborate with prospects and buyers effectively.

Value-Based Analytics

Rich data provides insights to inform your team about the impact of go-to-market programs, sales rep competency, and buyer engagement.



USED BY BOLD COMPANIES TO DRIVE SALES GROWTH:



Visit [www.gomodus.com](http://www.gomodus.com) today to learn more + book your demo!

## Modern Go-To-Market Initiatives Need Simplified Sales Enablement

Your sales team and channel partners are determined to engage and advance buyers to achieve revenue goals. But **buyers are pushing sellers aside in favor of self-education** (even while overwhelmed with information, and a lack of confidence in their choice of solution). Your sellers need a sales enablement platform with content + tools that **lower their effort, and gain access to buyers** with meaningful conversations.

## Why Modus?

Our mission at Modus is **the relentless pursuit of meaningful engagements between sellers and buyers**. The outcome we help our customers achieve is increased win rates and inspired customers. We accomplish this by building great software and keeping our customers at the core of everything we do.

## We Believe In...

- Creating software + tools that are easy to use.
- A modern and familiar user experience that increases adoption and usage.
- Anytime access so sales reps are prepared for any situation.
- Simple setup, configuration and maintenance to fit a customer's needs.
- Value-based analytics to measure content effectiveness and buyer engagement.
- Providing the highest value-to-cost ratio, in comparison to other choices.

## LET'S SIMPLIFY SALES ENABLEMENT TOGETHER



**BRING  
ON YOUR  
CHALLENGES**

We'll meet you where you are, and help you get where you want to be. Modus is designed for the flexibility you need to push sales forward.



**MOVE  
FAST**

Implementation is quick, easy and helps simplify your rollout across Sales, Marketing, Channel + Ops teams—so you can hit the ground running.



**INVITE  
ADOPTION**

Our simple interface can be configured to your workflows + brand, ensuring sales reps, dealers and distributors engage quickly, AND see value from the start.

"We continue to find new ways to use Modus to have better conversations with contractors, as well as our dealers who then have better conversations with their customers. There's always another idea, and the Modus team has been great at helping us make them come to life."

**Paula Bell, Director of Marketing  
Vacuworx**