



**Is Your Sales Team Supporting Your Brand ... or Squashing It?**



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Your brand will outlive your products.

Let me say that again.

*Your brand will outlive your products.*

Brand communicates the promise of your company. It signifies uniform experience and quality.

**Your very credibility is wrapped up in your brand.**

You know this. That's why you've spent so much time, effort and money creating your brand. It's why you've set brand standards for everything from products to customer service to sales presentations.

So doesn't it absolutely break your heart when your brand isn't represented by the people you've hired to share it with your customers?

That was [SKYCITY](#)'s experience when they discovered that their sales managers were cobbling together their own PowerPoint presentations.

The sales team felt constricted by the brand-standard decks. You can't really blame them for wanting to have more natural sales conversations ... but still ...

"We were concerned that [these] PowerPoint presentations weren't aligned with our overall brand," recalls Gillian Officer, Director Sales - Conventions.

"When you invest in your brand, you want it presented in a particular manner. Without a tool that helps the presenter to follow those particulars, we had no control over how our brand was being presented."

SKYCITY is an international operator of casino facilities, restaurants, bars, hotels and convention centers. By the very nature of their business, they engage with a wide variety of clients. The company's brand was the thread that tied everything together ... and it was beginning to fray.



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## Looking for a Simple Alternative to PowerPoint

Officer knew that the delivery method of these sales presentations was a core problem. PowerPoint was linear, whereas sales conversations were not. She wanted to give her sales managers a way to answer customer questions quickly and seamlessly, *without* forcing them to flick through slide decks.

She approached the IT team to help her come up with a solution. What they found, though, “were solutions to bigger problems,” said Officer. “They were a lot more complex than what we needed.”

Her sales managers needed something that would help them be totally customer-centric. Something easy to use on the fly. Something that enabled them to do what they do best: help their customers.

“We were looking for a best practice. We wanted to be more cutting edge than PowerPoint,” said Officer.

When she saw a [demonstration of Showcase](#), she knew she’d found what she was looking for.

**“We were looking for a best practice. We wanted to be more cutting edge than PowerPoint. Showcase has given us the ability to step forward and step up.”**



## The App Was the Foundation – but the Content Was King

“Rather than flicking through a slide deck, we can answer prospects’ questions quickly,” explains Officer. “That makes us a lot more customer-centric, which aligns with the overall experience we strive toward.”

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The key to SKYCITY's successful adoption of Showcase: clear organization from the beginning. "When we built it, we included all facilities: hotels, convention spaces, outcatering, restaurants and gaming," explains Officer. "Now, these 'streams' run parallel in one presentation. It's brilliant. With Showcase, we're sure that everything is up to date, from product changes to promotions. That's really critical for us."

And because SKYCITY takes care of the content in its Showcase presentation, its sales managers can focus on getting information out to prospects and clients.

"It's been a really easy transition. We've got good buy-in from all parties," says Officer. "Now we're comfortably tackling the question, 'how can we make it better?'"

### **Brand Isn't a Logo – It's an Experience**

SKYCITY understands that their value isn't their name or their logo – it is their brand. It is the experience that brand represents. Their sales team understood that, too, but were hobbled by PowerPoint presentations that didn't work in real-world sales conversations.

Officer and her team found a solution that worked to support the company's brand while empowering the sales team – and it didn't require a huge IT undertaking.

The solution was simple: the right software and a smart content plan.



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