CRM Alone is Not Enough - Your Enterprise Needs an SEP

If you're exploring a Sales Engagement Platform vendor, look beyond comparing features to understand the underlying technology. Most all vendors have similar "features", but that's not what you should compare.

Conquer Cadence is uniquely different from all the other vendors. Because we built our solution completely native inside of Salesforce. And because we <u>guarantee</u> your results.

› Conquer Cadence is not a separate application. Your data never leaves Salesforce — unlike any other Sales Engagement Platform. Conquer is native inside Salesforce. This difference matters a lot.

› With Conquer, there's never a need for your data to sync to the customer record as it passes back and forth between an application and the CRM. No points of risk or failure. Nothing to sync, nothing to break.

› This continuous connection is for every interaction from every Omnichannel touchpoint, including even your own custom Salesforce fields and objects. Your customer data is completely accurate, all the time.

› Conquer Cadence is the legitimate source of truth inside your CRM. Without ever leaving the familiar Salesforce interface. And both secure and compliant within the Salesforce environment.

› Plus, <u>only Conquer will guarantee your sales results</u> and best business outcomes.

› Take a look at why this matters, and consider whether your enterprise wants to take the risks of using any other vendor's solution. You'll be glad you did, and so will your users and administrators.

Compare What Matters	CONQUER	Outreach, SalesLoft, Groove, other SEP vendors
Native build within Salesforce - users never need to leave the Salesforce application	**Yes**	**No,** separate application
Automatically accurate CRM data, all the time	**Yes,** data records never leave Salesforce - never	**No,** requires scheduled sync back and forth from the SEP application to Salesforce
Avoid data in records not being updated	**Yes,** complete data integrity and purity without synching	**No,** users could forget or neglect to update record
Includes enterprise class voice channel	**Yes,** in fact Cadence originated as voice only	**No,** requires yet another integration of voice application to the SEP
Includes both custom objects and fields	**Yes,** always	**No**
Touchpoint interactions trigger Salesforce screen flows	**Yes**	**No**
Flexibly works with other tools in your CRM ecosystem including custom flows and automation	**Yes**	**No**
No need to learn, use and administer a separate application	**Yes,** Cadence lives entirely within Salesforce	**No**
Your success is guaranteed, ongoing	**Yes,** it's our customer promise	**No**

Can you get comparable solutions from vendors besides Conquer?

Maybe. But, it won't live natively inside of Salesforce like Conquer Cadence.

With other vendors, and through extensive integration of multiple separate applications that need to be integrated to Salesforce and integrated to each other and still need to be continually synced manually to avoid data errors and corruption of your CRM, you could get a similar set of features. But, they'll never be inside Salesforce, like Conquer.

Plus, you'll be forcing users how to learn and use yet another application interface that also needs to be administered by your IT department. Perhaps all of this will work, or not.

Why take that risk? Will your success be guaranteed?

Instead, Cadence from Conquer is a single solution suite built natively inside Salesforce that delivers continuous engagement across all Omnichannel touchpoints.

Working within your familiar Salesforce interface, completely accurate every minute of every day — automatically and without intervention. Because there's no separate app.

Nothing to sync, and nothing to break. Along with guided selling within Cadence to orchestrate each upcoming interaction in the customer journey.

And, with the completely unique Conquer customer promise and guarantee of results.

Looking for the right Sales Engagement Platform to work with Salesforce? Choose Conquer Cadence.

The only Salesforce native solution, and the only SEP to guarantee your sales results and best business outcomes.

Conquer your day.
Get Cadence from Conquer.

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