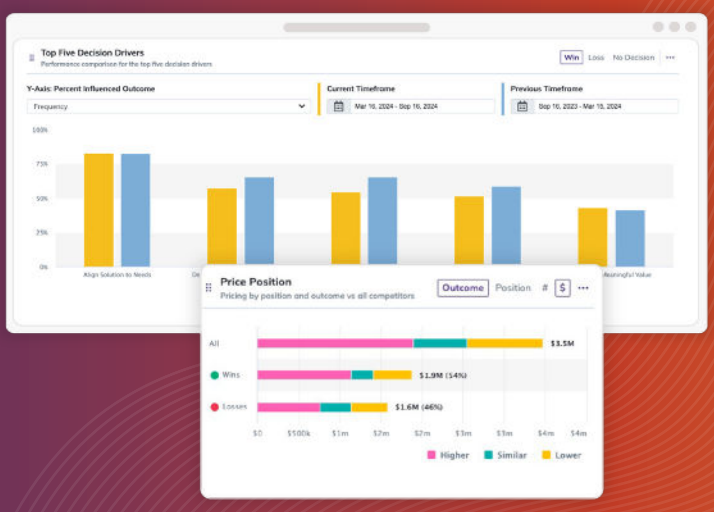
Corporate Visions | TruVoice

Sharing Buyer Insights

Drive Action and Impact Throughout Your Organization



As you collect and analyze feedback within TruVoice, you'll want to ensure that the right insights get to the right stakeholders.

Your buyer feedback can inform overall business strategy, product development, messaging, sales execution, and everything in between, but you must create a relevant and regular insight share process with your cross-functional stakeholders.

As you prepare to share insights and feedback throughout your organization, ask yourself these questions:

Who Should I Share Insights With?

Revenue growth is a cross-functional effort, and you can use your buyer feedback and insights to align your go-to-market teams to what your buyers truly care about when purchasing. Consider sharing relevant insights with the following groups:

- C-Level
- Sales Leadership
- Sales Enablement
- Customer Success
- Product
- Marketing

How Often Should I Share Insights?

Plan to set up a cadence with your stakeholders based on their needs. Some stakeholders may want to see feedback as soon as it's analyzed. Others may prefer to review insights monthly or quarterly. Regular insight share is key to gaining momentum and buy-in for your win-loss program.

What Do My Stakeholders Care About?

Every stakeholder and team within your organization has unique goals and priorities when it comes to driving revenue. You can start with stakeholder interviews to uncover the insights they'd be most Interested in receiving.

As a baseline, consider sharing insights around the following:

Executive Leadership

- Market Trends
- Process and Procedure
- Opportunities for Alignment
- Strengths and Weaknesses

Product

- Feature Relevance
- Product/Feature Gaps
- Product Value Perception
- Product/Market Fit

Sales Leader

- Seller Performance
- Process and Procedure
- "No Decision" Causes
- Growth Opportunities

Marketing

- Positioning/Messaging
- Market Trends and Themes
- Competitive Intelligence

How Should Insights Be Delivered?

With TruVoice, you can choose different modalities for delivering insights to your stakeholders. Work with each stakeholder to determine their preference.

1. **Alerts:** Use email or chat alerts to notify stakeholders as soon as feedback is received and analyzed. With alerts, your users can see a digestible view of your buyer's feedback, key insights, and dive into word-for-word responses.
2. **Dashboards:** Use dashboards in TruVoice to build custom data views relevant to your stakeholders' unique needs and business questions. Users can log in to see dashboards updated in real-time as feedback is received and adjust data views to explore insights overall, by segment, or by rep.
3. **Widgets:** Use widgets to integrate TruVoice dashboards into your CRM, enablement tool, or other thirdparty system so your stakeholders can see buyer insights in their flow of work.
4. **Slides or External Deliverables:** Use TruVoice to create presentation deliverables to share with your stakeholders in formal insight share meetings. Use the export button in TruVoice to download visuals and use them in your slides. You can also work with the TruVoice reporting team to create custom reports and presentations, focused on outcomes, competitors, segments, or other criteria.

Need Recommendations on How to Share Insights?

Reach Out to Your Customer Success Manager