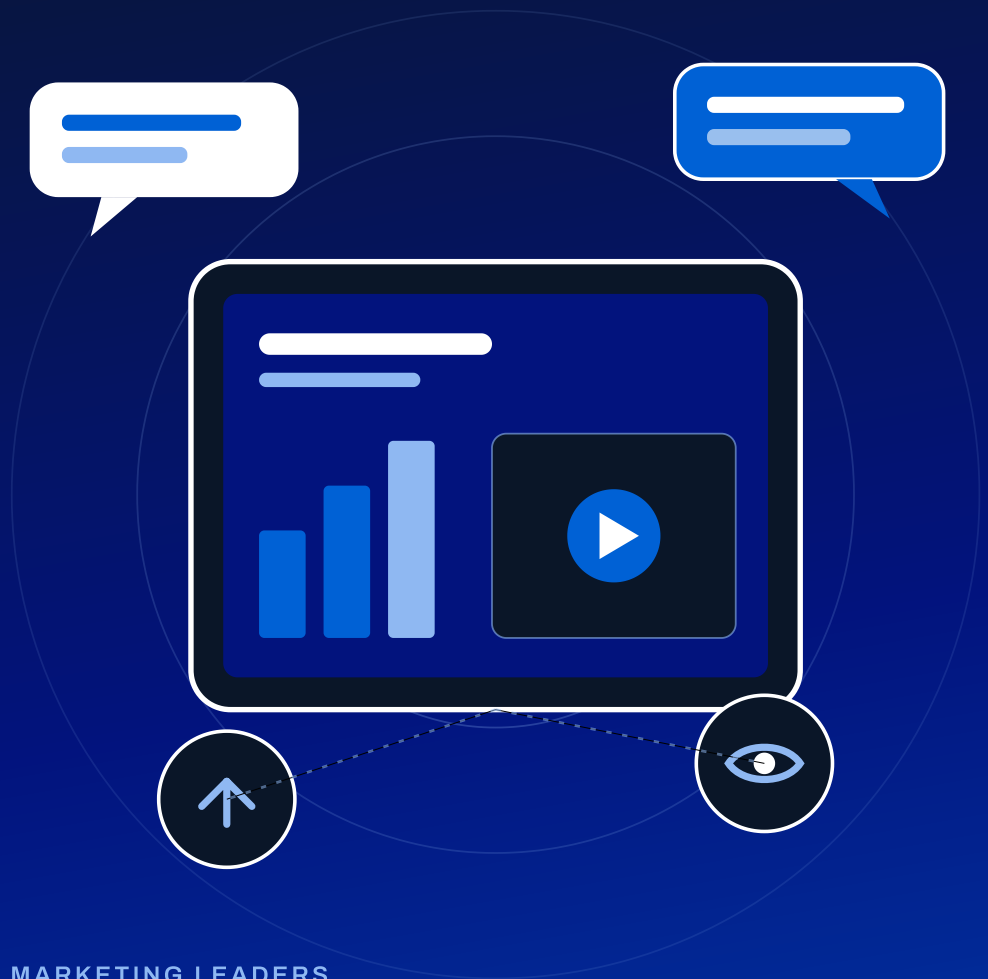




FOR LIFE SCIENCES SALES AND MARKETING LEADERS

Equip Reps to Sell, Not Just Pitch

How to give field teams the content, tools, and data to win the conversation, not just get through the deck.

Why the pitch alone falls short

Equipping reps to sell, not just pitch, means giving field teams approved content they can tailor to each customer, deliver on any device, follow up on, and learn from, all in one tool.

Life sciences companies still need stronger results in a crowded market. What has changed is how hard it is to get them from a standard presentation. A rep who can only pitch walks through the deck in order. A rep who can sell jumps to the slide that answers the objection, plays the procedure video, shares the right reprint afterward, and knows when the customer opened it.

Less time with customers. Clinicians, buyers, and value analysis teams give reps minutes, not an hour.

Customers arrive informed. They have seen the data and competitor materials before the rep walks in.

Only approved content is allowed. Every claim must come from materials that cleared medical, legal, and regulatory review.

Too many tools. CRM, file share, LMS, email, meetings, forms. Every switch costs time with the customer.

84%

of sales training is not retained after 90 days.

Source: Richardson

Reps need refreshers and reference content in the field, not just at the national sales meeting. Training has to live where reps sell.

Who should own the decision

Sales teams are too busy selling to redesign the presentation process, and executives are focused on results, not file formats. In most life sciences companies the job lands with marketing, and it should: marketing creates the content, knows what is approved, and needs to see what works.

Marketing should not decide alone, though. Sales operations knows how reps actually work. Compliance knows what must be tracked. IT knows what must be secure. The best decisions include all four.

"We used vablet at my previous company and I loved it so much, I brought it with me to my new job."

DIRECTOR OF MARKETING, MEDICAL DEVICE COMPANY

Four choices companies have

Every company picks one of these paths, whether it means to or not.

OPTION 1

Keep the status quo

Decks on laptops, PDFs in email, whatever reps saved last quarter.

No version control, no usage data, no idea what reps show.

OPTION 2

Stitch together file sharing

SharePoint, Google Drive, Box, or Dropbox plus a CRM and an LMS.

Not built for presenting. Weak offline, no meeting analytics, too many apps.

OPTION 3

Build your own

A custom app from an in-house team or an agency.

High upfront cost, ongoing maintenance, a team to keep it running.

OPTION 4

Purpose-built platform

A sales enablement app designed for field presenting, sharing, and tracking.

Choose carefully. Don't pay for features your team will never use.

The first two options look cheap until you count the cost of reps showing outdated content or hunting for files mid-meeting. Building your own solves today's problem and creates tomorrow's maintenance bill. A purpose-built platform is usually the right answer, as long as it fits the team instead of forcing the team to fit it.

What reps need in the room

Strip away the feature lists and reps need five things in front of a customer.



The right content, fast

Approved, current materials found in seconds.



Access anywhere

Offline in hospitals and plants, on phone, tablet, laptop, or browser.



Engaging formats

Interactive HTML, video, and rich media, not just static slides.



Follow-up that counts

Secure sharing with visibility into what the customer opened.



Training in the app

Refreshers where reps already work, so knowledge sticks.

Fewer tools that do more

Most reps don't need another app. They need one that handles presenting, sharing, training, and forms, works on every device, and doesn't charge for features the team will never use.

"Having vablet available on a rep's phone, tablet, computer and browser means they can respond quickly, and always with the correct aid."

ENABLEMENT MANAGER, VABLET CUSTOMER

The opportunity in tomorrow's presentation

There is too much revenue and market share at stake to keep doing what works for internal teams instead of what works in the field.

Content is just the start. Giving reps material to present is one thing. Helping them win the conversation is another. That takes content that is current, tools that work anywhere, and data that shows marketing what to improve next.

Seven questions to ask a vendor

- ✓ Does every rep always have the current, approved version?
- ✓ Does it work fully offline, on every device?
- ✓ Can reps present interactive HTML and video?
- ✓ Can reps share content and see if it was viewed?
- ✓ Does meeting activity log to your CRM automatically?
- ✓ Is training built in, or another app and login?
- ✓ Are you paying for features you will never use?

About vablet

vablet is a sales enablement platform built for regulated field teams, in life sciences since 2011. It puts presenting, sharing, training, and forms in one app on phone, tablet, computer, and browser, online or offline. Approved content syncs to the right reps automatically, replaced versions update everywhere, and vablet shows what reps presented, what they shared, and whether customers viewed it. Meetings can log to Salesforce automatically, and the built-in LMS keeps training inside the app reps sell from.

SOC 2

ISO 27001

HIPAA

GDPR

iOS · Android · Windows · Browser

Give reps one tool that does the job

See how vablet equips field teams to sell in a 20-minute demo.

[Book a demo](#)

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