The Sales CMS Buyer Cheat Sheet

You're ready to organize, manage and track your sales content with a CMS. Here's a list of questions that will ensure that you get the right sales CMS that will work for your sales enablement needs.

HOW EASY IS IT TO SYNC AND IMPORT YOUR SALES CONTENT?

- [ ] Which content cloud providers do you integrate with?
- [ ] How is content synced - automatically, manually or both?
- [ ] What other sales & marketing integrations do you have?

HOW ARE CONTENT SHARING PERMISSIONS MANAGED?

- [ ] How do you manage what content is shared externally? Downloaded?
- [ ] How do you manage content versioning?
- [ ] How do you manage access and permissions to content?

WHAT ARE YOUR SEARCH AND FILTERING CAPABILITIES?

- [ ] What criteria is used for searches?
- [ ] How can I tag content? Is it configurable?
- [ ] What sorting options are there for viewing searched content?

HOW CAN SALES CONTENT BE SHARED?

- [ ] Can I share a link for a single content asset? How about multiple?
- [ ] Is the shared link one-time use or evergreen?
- [ ] If I update the sales content, can I use the same link?

WHAT TYPE OF SALES CONTENT INSIGHTS DO YOU PROVIDE?

- [ ] How does tracking work if I send a single link to multiple people?
- [ ] What type of notifications will I receive? When and how?
- [ ] How smoothly can the content insights be used in our CRM?
- [ ] What type of analytics do you provide about seller behavior and interactions?
- [ ] What type of analytics do you provide about buyer behavior and interactions?
- [ ] How does your sales CMS help me understand the ROI of my sales content?