



LiveHive Unveils Next Generation of its Sales Acceleration Platform

Automates Sales Follow-up to Increase Buyer Engagement Insights That Power Repeatable Sales Processes

CHICAGO, IL, USA, April 21, 2015 /EINPresswire.com/ -- Today, at the AA-ISP Inside Sales Leadership Summit <<http://www.aa-isp.org/inside-sales-leadership-summit.php>>, the premier conference for inside sales leaders, LiveHive, Inc. unveiled the next generation of its comprehensive sales acceleration platform, including powerful new automation capabilities. With LiveHive, sales organizations can now leverage customizable email templates, group email delivery, and sequenced email scheduling to optimize buyer engagement and accelerate the sales cycle. Automating routine sales activities on top of its deep engagement analytics, LiveHive powers repeatable sales processes by identifying the most effective follow-up, while increasing buyer engagement insights to deliver the most complete customer picture.

"To stay ahead of the competition, sales organizations must help their sales reps keep customer needs front and center in their day-to-day activities," said Suresh Balasubramanian, CEO of LiveHive. "Our robust content-sharing capabilities already deliver the deepest insight into prospects' interests and buying patterns. With built-in, customizable email templates and advanced automation, sales teams can streamline processes, and identify and respond faster to the most valuable opportunities."

"LiveHive has already given us a view into customer behavior that we never had before – giving us a depth of insight we couldn't get by tracking just email opens," said Mike Burton, Managing Partner and Co-founder for The Prestina Group. "With its ability to automate prospecting tasks through email templates and sequencing, LiveHive gives us more time in the day, so our sales reps have more opportunities to sell and focus on the most engaged prospects with more effective content."

Building Repeatable Processes, Easily Adopted by Sales Teams

With LiveHive's sales automation and deep buyer engagement insights, businesses can define processes for sales teams based on content that has been proven to be most successful. In doing so, LiveHive helps create repeatable processes that can be easily adopted throughout the organization.

LiveHive's new automation features include:

- Email templates – customizable public and personal email templates, as well as Salesforce email templates, that support:
 - o Instant tracking of emails and attachments straight from a rep's Outlook or Gmail inbox
 - o Automated analytics showing templates with the highest response rates
- Group email delivery – letting sales teams send groups of emails within LiveHive, including the ability to:
 - o Track all prospect behaviors on an individual basis in real-time
 - o Leverage email templates with pre-attached documents, so reps don't waste time re-attaching the same documents to emails
- Sequenced emails – letting sales teams schedule and automate email templates with tailored email

templates that respond to a particular buyer behavior

- Automated tasks – allowing sales to create tasks and schedule and send a sequence of emails that respond to buyers' behaviors – all integrated with Salesforce

Pricing and availability

Email templates are available immediately within LiveHive. Sequenced emails, automated tasks, and group email delivery will be available Summer 2015. LiveHive is priced at \$19.95 per month for a single user and includes unlimited prospect, email templates, and email tracking.

To download and try a free 14-day trial of LiveHive, visit <http://livehive.com/signup/>. [Watch LiveHive's new capabilities](#).

LiveHive today also released newly compiled market data showing that total investments for sales acceleration technologies now exceed \$1.2 billion. <see release: <http://dev.livehive.com/presss/press-releases/investments-for-sales-acceleration-technologies-exceed-1-2-billion>>

About LiveHive

Headquartered in San Jose, California, LiveHive powers sales organizations to build a repeatable sales process through deep engagement analytics into buyers' interests and automates sales follow-up to accelerate the sales cycle. With content-sharing capabilities and robust analytics, LiveHive's sales acceleration platform helps sales reps automate follow-up; understand a buyer's interest level; quickly identify stakeholders in the buying process; and rank top buyers based on engagement.

LiveHive lets sales organizations focus on core selling activity by automating routine selling activities like email and calling tasks. LiveHive reveals prospect buying patterns with instant alerts that show when documents are viewed and downloaded; which pages are viewed, for how long and from where; and gives profile data for recipients of shared documents with instant notification to marketing for lead nurturing. For more information, visit www.livehive.com.

Jennifer Dignum

LiveHive

408-453-6000

[email us here](#)

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2015 IPD Group, Inc. All Right Reserved.