



LiveHive Releases First Automated Email Sequencing on Single Unified Platform, Raises Bar for Sales Engagement

LiveHive's "SmartPath" Drives Sales Efficiencies, Rep Productivity, and Deeper Engagement Insights

SAN JOSE, CA, UNITED STATES, August 25, 2015 /EINPresswire.com/ -- LiveHive, Inc., the industry's most comprehensive sales acceleration platform, today announced the immediate availability of LiveHive's "SmartPath". With LiveHive's SmartPath, sales organizations gain intelligent and automated email sequencing on a single, comprehensive platform. Integrated with multiple cloud services, including Salesforce, SmartPath lets sales organizations: improve email effectiveness, simplify sales follow up, and drive sales rep productivity by scheduling and delivering follow-up emails based on prospect engagement.

"The success of today's sales organizations depends both on their ability to outrun the competition and personalize the customer experience," said Suresh Balasubramanian, CEO of LiveHive, Inc. "By integrating intuitive and automated email sequencing with comprehensive engagement analytics, LiveHive's SmartPath lets sales teams increase efficiencies and speed processes and simultaneously provides deep insight into buyer behaviors to personalize the sales conversation."

[According to Aberdeen Group](#) research, organizations that allow for buyer-specific personalization at the sales rep level can achieve up to 21% stronger lead acceptance and 36% higher conversion rates.

SmartPath Gives Reps Improved Quality Connects

LiveHive's SmartPath lets sales organizations easily define the path of scheduled emails for different stages of the sales cycle – while giving sales reps full control over when to send emails – improving an organization's quality connects by 100%.

"LiveHive has already tripled our sales reps' productivity and given our management team deep insights into rep performance," said Mark Dalton, CEO of AutoDeploy. "SmartPath's automated email sequencing will further reduce the time that our reps spend on emails – giving them more time in the day for actual selling. With increased insight into what's working and what's not, our sales managers can also adjust sales processes, repeating the email sequences that deliver the best results."

SmartPath solves top pain points for sales leaders by optimizing team performance, getting new reps to full productivity faster, and ensuring consistent and relevant messaging across the sales organization.

Key features of LiveHive's SmartPath include:

- Drag and drop email sequencing– to effortlessly build and schedule email sequences
- Response rules – to set up responses based on prospect interest or engagement with previous communications, such as opening an email, or clicking on a link
- Contact manager– to easily create and send emails to a group of contacts right from LiveHive or Salesforce

- Team performance reports – to quickly see the effectiveness of reps' prospecting, top sequence, best email templates created, highest open and reply rates
- Simple user interface – built with sales reps in mind, LiveHive capabilities are available in Gmail and Outlook email client and Salesforce.com

LiveHive Launches Unprecedented Sales Tool Buyout

In addition to releasing SmartPath automated email sequencing, LiveHive today announced a first-of-its-kind sales tool buyout program. Effective immediately, LiveHive will buy out existing sales subscriptions when customers switch over from another sales enablement tool provider to the LiveHive platform. Read the [press release here](#).

Visit LiveHive at Dreamforce 2015: Booth #N2108

LiveHive will demonstrate its SmartPath automated email sequencing and comprehensive content engagement analytics at Dreamforce 2015, being held September 15-18 in San Francisco.

To download and try a free 14-day trial of LiveHive, visit <http://livehive.com/signup/>.

About LiveHive

Headquartered in San Jose, California, LiveHive, Inc. delivers a complete sales acceleration platform that powers sales organizations to build a repeatable sales process by uncovering ways to trim inefficiency, and bulk up their sales team's productivity, email effectiveness, and follow-up timeliness. With automated content-sharing capabilities combined with robust analytics, LiveHive provides sales leaders with insight into rep activity to get new reps to full productivity faster and ensure consistent and relevant messaging across the sales organization.

LiveHive lets sales organizations focus on core selling activity by automating scheduled emails and providing analytics on the effectiveness of their buyer's engagement with their email and sales content. LiveHive reveals prospect-buying patterns with instant alerts that show when emails or documents are opened, which pages are viewed, for how long and from where; and gives profile data for recipients of re-shared documents with instant notification to sales for personalized follow-up. For more information, visit www.livehive.com

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