

EBOOK

# Sales teams accelerate business with Adobe Express.

**Adobe**





## The challenge: Creating persuasive sales collateral.

Sales leaders often find themselves short of time, juggling responsibilities ranging from driving business growth to ensuring their teams have the resources to create effective collateral.

Personalized, visually compelling communications are crucial for engaging prospects and customers, yet many sales teams lack the marketing support, resources, and time to efficiently and effectively produce customer-facing content. Sales leaders must also develop high-quality training materials to equip their teams with the knowledge and skills they need to succeed.

### Demand for personalized content is growing.



Organizations see a 6%–10% increase in revenue when using personalized content.

*Source: Adobe*

## Introducing Adobe Express: Your solution for impactful sales collateral.

Meet Adobe Express, the all-in-one content creation app designed to help sales teams create persuasive, on-brand communications. Powered by Adobe Firefly generative AI that's designed to be safe for business, Adobe Express makes it fast and easy to produce customized presentations, proposals, social media posts, and training materials—all while maintaining brand consistency.



In this eBook, explore how you can achieve greater engagement and drive business growth with three key use cases:

**Personalize presentations to engage your audience ..... 3**

**Enable social selling to expand your reach ..... 4**

**Develop training materials to improve team performance ..... 5**



# Personalize presentations and PDFs.

*Create engaging collateral that drives business forward.*

To make a lasting impression, a presentation needs to be tailored to the audience. With Adobe Express, a sales team can quickly update a branded template with prospect logos, industry-specific visuals, and customized messaging.

## Features and benefits:

- **Presentation templates.** Easily create professional and on-brand presentations from branded, professional templates.
- **Presentation and PDF import.** Import and revamp existing presentations and documents.
- **Personalization.** Tailor presentations with customer-specific information to ensure relevance and engagement.

## Outcome

Sales teams can deliver personalized presentations that resonate with their audience, leading to higher engagement and better business outcomes.





# Enable social selling.

*Build your network of prospects on social media.*

The right social media post or email can highlight a brand's unique value, making it stand out in a crowded marketplace. Adobe Express helps sales reps create engaging, brand-consistent social media posts and emails to improve their outreach and drive personalized communications with prospects using their own platforms.

## Features and benefits:

- **Branded templates and Brand Kits.** Access branded social templates and brand kits for consistent messaging.
- **Generative AI and Adobe Stock.** Use Text to Image and Adobe Stock images and videos to create captivating content.
- **Quick Actions.** Perform edits like background removal and video editing with a single click.

## Outcome

Empowering sales teams to produce high-quality social media content helps them attract more business and establish a stronger presence online.





# Develop training materials for sales teams.

*Create effective training content that actually works.*

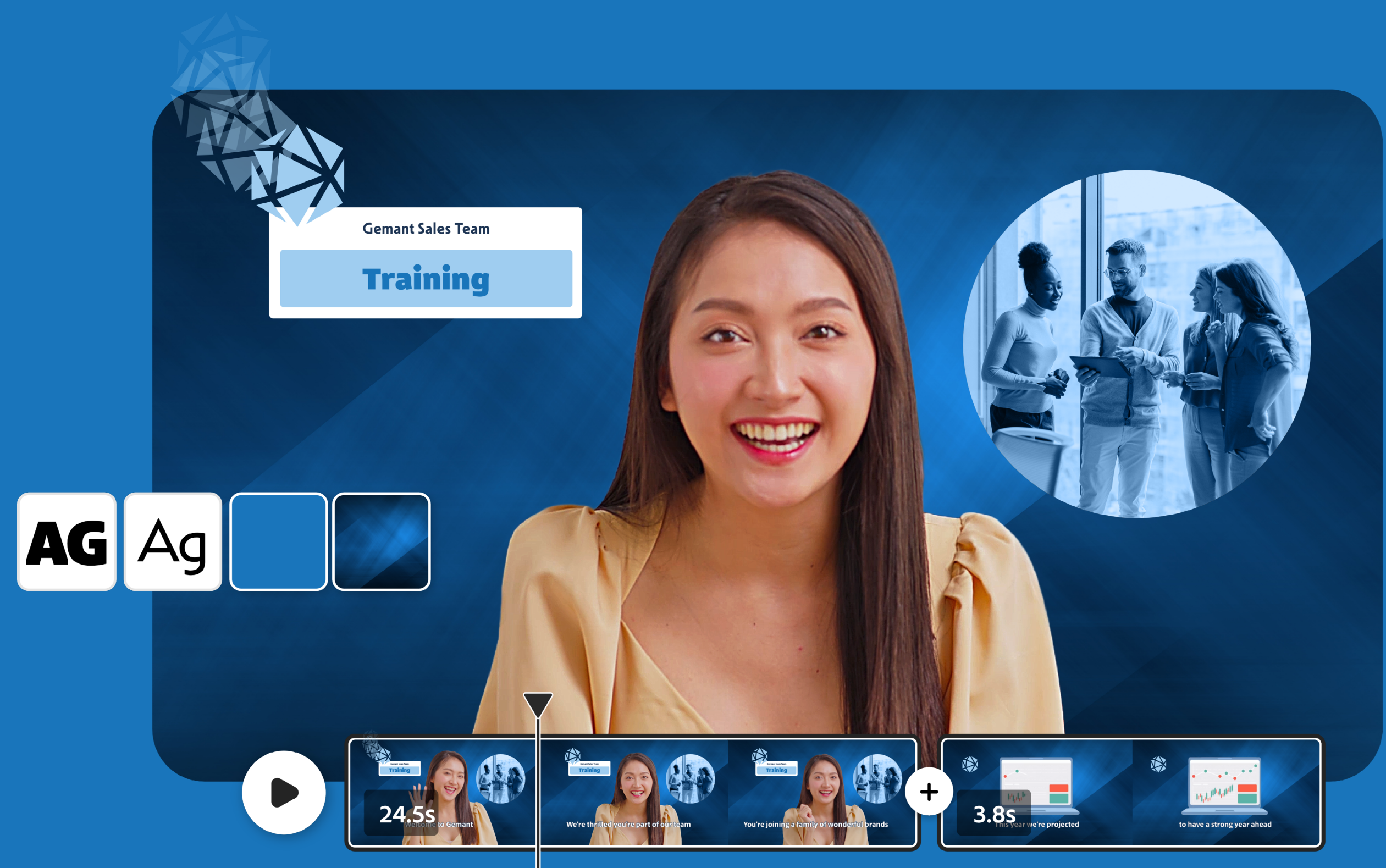
Effective training is essential for keeping sales teams up-to-date with the latest strategies and tools. Adobe Express makes it easy to create comprehensive and visually appealing training presentations, guides, and one-pagers.

## Features and benefits:

- **Training templates.** Easily customize professional and branded training materials.
- **Interactive elements.** Embed videos, links, and interactive media to enhance learning.
- **Data visualization.** Use charts and graphics to illustrate key points and metrics.

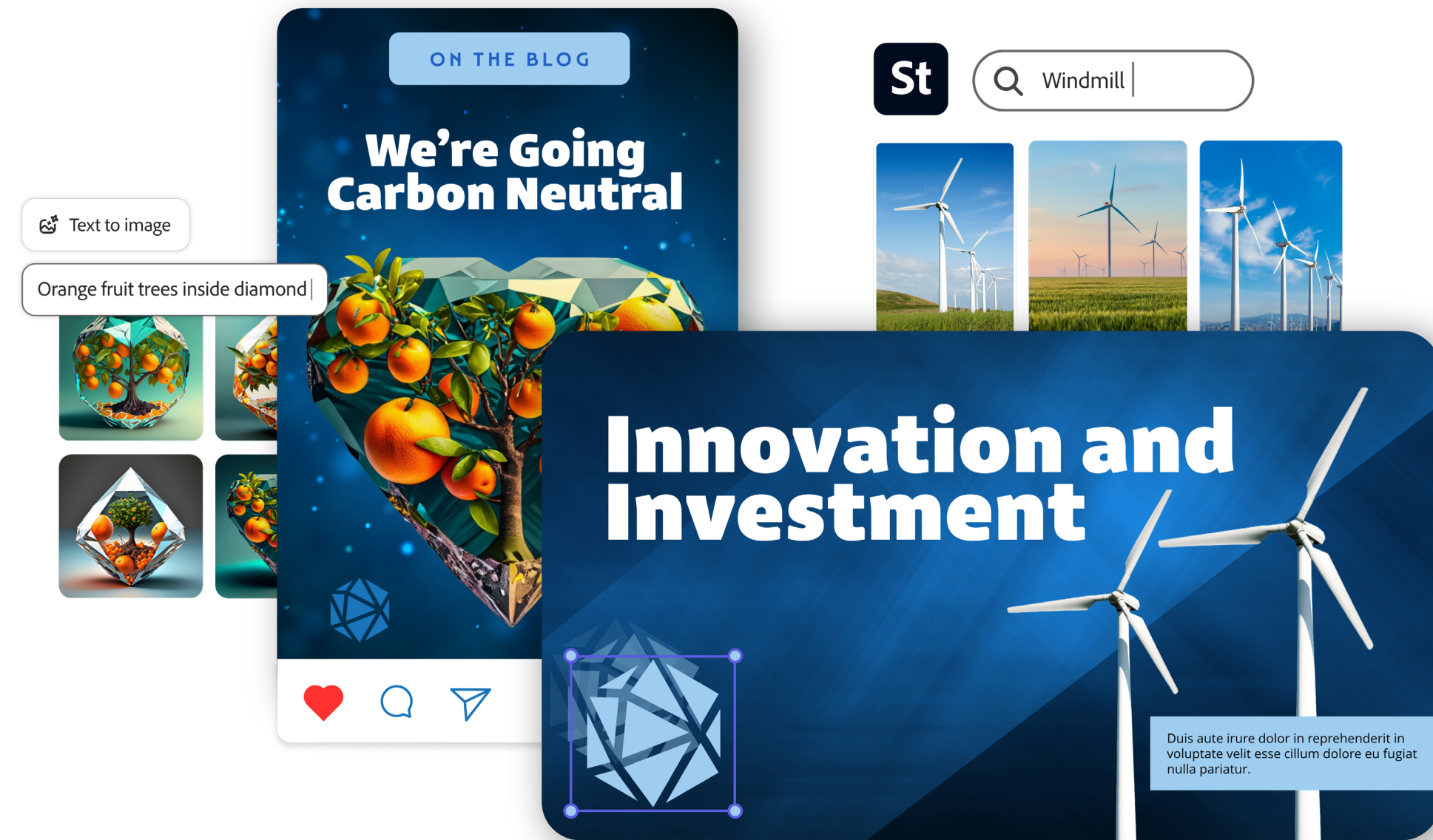
## Outcome

Sales teams can develop effective training materials that enhance learning and improve overall team performance.





Content drives the sales pipeline. Adobe Express empowers your sales team to create persuasive, personalized, and on-brand communications effortlessly—no need to rely on marketing and creative teams for support. From personalizing presentations to enabling social selling and developing comprehensive training materials, your team can build out the assets they need to succeed. Learn more and take the next step today.



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