iSalesToolkit
empower the team, win the sale!
iSalesToolkit maximizes the return on investment in products and people by empowering the team with effective sales tools that help them win the sale.

iSalesToolkit is a complete solution for defining, building and deploying a sales toolkit throughout an organization via iPads and beyond.
Luck is what happens when preparation meets opportunity.
Maximize the return on investment in your products and people.
Empower the team with effective sales tools and go win that sale.
About

Overview
Bob & friends
Companies store sales tools in many different ways making it difficult to manage and distribute them. Sales people don't always have the latest sales tools with them wherever they go and can miss important sales opportunities.

A sales toolkit is an organized set of easily accessible sales tools. iSalesToolkit is a complete solution for defining, building, and deploying a sales toolkit throughout your organization via iPads and beyond.

An effective sales team needs common sales tools to learn about products and to communicate with customers. A sales tool is a vital resource such as a product catalog, training course, or company presentation.
The entire sales team can take the latest versions of common sales tools with them wherever they go. Certain sales tools can be made public for customers, agents, or distributors via apps or other channels.

iSalesToolkit works anytime anywhere as it doesn’t require an Internet connection. No Wi-Fi? No problem! At a show or event, on the road, even on a plane!

With instant access to up-to-date sales and marketing tools your team is educated and empowered to meet the customer’s needs face-to-face and win the sale.
iSalesToolkit is maximizing results for dynamic start ups and global corporations alike.

Unlock your company’s hidden potential. Educate and empower your team.

Go win that sale!
Bob didn’t have iSalesToolkit when the Internet failed during the biggest presentation of his life.
Harry and Priscilla didn’t have iSalesToolkit with a set of up-to-date sales tools available to them 24-7.
Ewan didn’t have iSalesToolkit with all his sales materials on it when his luggage got lost in transit.
Acme Widgets Inc. didn’t use iSalesToolkit to update their sales force about the new widgets they were making.
Benefits

To your company
To the sales team
To marketing
To the customer
Benefits

To your company

• Increase customer retention, sales and profits.
• Maximize ROI for product and people investments.
• Facilitate cross-sector selling.
• Deliver unified sales and marketing messages.
• Project a modern image and enhance customer perception.
• Reduce printed materials and respect the environment.
Benefits

To the sales team

- Carry all sales and marketing materials all the time.
- Work smarter while on the move.
- Do better presentations with no need for Wi-Fi.
- Gain access to all core product information.
- Learn about existing and new products.
- Capture leads and collaborate with the team.
Benefits

To marketing

- Centralize and manage marketing materials.
- Easily deploy updates to the entire sales team.
- Update customers via customer apps.
- Pull old and redundant materials.
- Centrally manage and distribute leads.
- Proactively support the sales team.
Benefits

To the customer

• An amazing experience with the sales team.
• Get a quicker response to their needs.
• Access product information 24-7, online or offline.
• Save time procuring products.
• Receive marketing materials directly.
• Easier to buy your products.
Features

Centralized sales tools
Works offline
Multi-channel architecture
Integrated lead management
Publish customer apps
Deliver courses & training
Centralized sales tools

Educate and empower your team with centrally managed, rich interactive sales tools to help them win the sale when face-to-face with the customer.

Let us help you define and build the key tools that add value to your business harnessing key information and knowledge in the sales and marketing process.
Never miss an opportunity when face-to-face with a customer and without the Internet as all your sales tools work offline.

Toolkits get downloaded to devices (tablets or PCs) when connected to a network and the user activates an update. Only toolkits that have changed since the last update get downloaded. Toolkits are fully functional offline including searches and form capturing. IT departments can also host their toolkits on their own FTP servers instead of the default location, or on their local network.
Your sales tools follow you around wherever you go: on your PC or laptop, iPad, or Android device, making them readily available when opportunity strikes.

Additional exciting channels for deploying iSalesToolkit include a Virtual Salesperson in a reception area or at a booth at a show or event. If you don’t have access to a tablet or Windows 8.1 PC then you can always access iSalesToolkit online via any device connected to the Internet at online.isalestoolkit.com.
Optimize shows and events and never lose that lead! Capture, process, assign, and track leads simply and efficiently.

iSalesToolkit has a fully featured and integrated Lead Management System. Leads can be captured via the iSalesToolkit App, even when offline, making it perfect for shows, events, or whilst on the road. Lead management forms can even be integrated into a web site with routing making it a fail safe method to make sure the right people get the right leads, quickly.
Push public toolkits such as catalogs straight to your customers via apps or onto your web site, reducing the need for out-of-date printed brochures and giving your customer the latest info.

Some toolkits that you build for your sales team might also be relevant to your customers. A public customer app can be built for iPads, Android devices, or Windows 8.1. Additionally, toolkits can also be optimized for the web and added to your web site. Take things further and let iSalesToolkit power your entire web site infrastructure making toolkits that are both downloaded to your team and that are driving your online web site.
Enhance the customer experience by making sure the entire sales team is educated and up-to-date with interactive courses they can do anywhere, anytime.

Add course materials including videos, documents, and presentations. Generate multiple choice quizzes with the results getting sent to a central manager. Check that users have really understood the key messages.
Solution

Consultancy & deployment
Training facility
Online software
My isalestoolkit
Systems integration
Hardware accelerator
iSalesToolkit consultants work with your company to define the tools you need. We build those tools and train your team to update them. The toolkits are deployed to the sales force who are empowered to go win that sale!

iSalesToolkit is a complete start-to-finish solution designed to give your company the edge in an ever competitive marketplace. iSalesToolkit consultants have decades of combined experience in delivering sales and marketing solutions to corporations globally. Let the iSalesToolkit consulting team make it happen!
Come visit Webpac's state-of-the-art iSalesToolkit Training Facility in the heart of Madrid, Spain.

With room for up to 16 visitors at a time, the iSalesToolkit Training Facility is fully equipped with all of the latest presentation gadgets to turn your team into iSalesToolkit presentation experts.

Visit the iLounge and learn about wireless screen sharing. Interact with the Virtual Salesperson in the reception area. Meet the designers and developers behind iSalesToolkit and get inside information about the latest generation of the software platform.
Centralized management of your “Virtual Office” is performed via iSalesToolkit’s Online Software.

IT Departments can manage users and workgroups, enabling them to define which people see which toolkits. Internal Mode can be set to hide internal data from customers looking at the screen. Marketing can edit toolkits and can push them to the team (force install) and can pull toolkits that are no longer relevant.
My iSalesToolkit is the user’s portal for administering their account, setting their password, downloading apps, uploading their content, and accessing the Lead Management System.

Access My iSalesToolkit from the web at my.isales-toolkit.com using any device connected to the Internet.
iSalesToolkit can be integrated with internal systems to provide a seamless solution for your sales and marketing team.

iSalesToolkit can capture data and send it to internal systems. Those internal systems can also push data to toolkits and update them on a regular basis. iSalesToolkit consultants have experience in communicating with all kinds of ERP and CRM back-end systems including SQL Server, SAP, and other cloud systems such as Sales Force.
The iSalesToolkit Hardware Accelerator is a clever piece of kit that sits in the office behind the scenes, downloading and distributing toolkits.

Hardware Accelerators massively reduce the amount of office Internet bandwidth required for downloading toolkits. Toolkit changes are downloaded once by the Hardware Accelerator and are distributed to multiple users via the local network without them all having to connect to the Internet.
Success

RPC Group Plc
Macfarlane Packaging
Quadpack Group
Fluid Management
David Baker, Senior Manager
RPC Group Plc

RPC has the most comprehensive offering in plastic packaging and iSalesToolkit empowers our team to unlock its potential.

Mark Selby, eCommerce Director
Macfarlane Packaging

Integrating seamlessly with our CRM system, iSalesToolkit ensures our sales team has the vital information they need when face-to-face with customers, along with the ability to capture and process data from them.

Tim Eaves, CEO
Quadpack Group

iSalesToolkit helps unite our sales team and enhance the customer experience.

Brad Bilotta, IT Manager
Fluid Management

iSalesToolkit is a powerful tool and Webpac delivered just what we needed.
Success

RPC Group Plc

Project Requirements

With a growing product portfolio and a growing sales team of more than 100 people, RPC needed a solution to communicate effectively from marketing, to sales, to the customer. Beyond that RPC needed to be able to handle sales leads efficiently between markets and technologies to enhance its cross selling capability.

The iSalesToolkit Solution

iSalesToolkit was initially piloted for suitability and then rolled out to the entire team, with a major launch at the Interpack trade show in Dusseldorf. The entire team carried all product information from all sectors with them offline on their iPads. They were able to handle customer enquiries from any sector and generated hundreds of leads at the show. The iSalesToolkit solution has been continually enhanced following feedback from the sales team's experience in the field. The tool has become the primary reference source for both new starters and long serving members of the RPC sales team.

RPC runs over 50 operations in 18 countries and employs around 8,000 people, with annual sales in excess of £1.1bn/$1.8bn. It was listed on the London Stock Exchange in 1993 and entered the FTSE 250 in March 2011.
Success

Macfarlane Packaging

**Project Requirements**

Empower the 100 strong sales team with CRM data on the go, so all vital customer data is at hand during face-to-face customer visits. The ability to capture data back from the customer and feedback directly into the CRM system. Share other vital sales and marketing resources with the team.

**The iSalesToolkit Solution**

The iSalesToolkit team built seamless connectors with Macfarlane Packaging's own CRM system allowing data to flow both in and out via iSalesToolkit running on iPads. The project was successfully deployed to 100 salespeople in just 6 weeks. Each salesperson has their own personalized toolkit with data from their customer accounts which is updated on a daily basis.

With a team of over 450 people in the UK, Macfarlane Packaging (part of Macfarlane Group) is the largest UK distributor of packaging consumables. Their regional distribution centers are supported by specialist national teams including: National Accounts, Third Party Logistics, Presentational and Retail Packaging, Design and Manufacture and Macfarlane Labels.
Quadpack was an early adopter of iSalesToolkit. Their vision was to unite the sales force by providing up-to-date presentations, catalog data, and other tools to enhance the face-to-face experience. At the same time, the solution was to provide public catalog information to its customers.

The iSalesToolkit Solution

Webpac deployed iSalesToolkit to the sales and marketing teams and implemented a custom iPad app available from the home page at www.quadpack.com. The website, app and toolkits were designed and built by Webpac. Quadpack was one of the first companies in their sector to provide customers with a completely downloadable product catalog that works offline.

Quadpack Group is a fast growing cosmetic packaging company with offices around the world, employing 40 sales and marketing staff.
**Project Requirements**

Fluid Management needed to deliver to the sales team all core sales and marketing materials (including product data sheets) for offline use on iPads in multiple languages. They also wanted to share a public product configurator on their web site and create a public iPad app for customers to download vital sales resources.

**The iSalesToolkit Solution**

Webpac designed and built a multi-toolkit, multi-language structure allowing each sales person to download the correct toolkits for their market. Toolkit development included videos, documents, presentations, product data sheets, and a solution configurator with optimized file sizes for quicker download. Public toolkits were additionally pushed to Fluid Management’s web site (www.fluidman.com) and proprietary iPad app.

Fluid Management is the leading global manufacturer of precision dispensing and mixing equipment for the architectural paint and coating industries.
Demos

Toolkit gallery
iSalesToolkit app
Customer apps
Online simulator
Toolkit Gallery
Presentations

Webpackaging Media Kit

Webpackaging media kit for packaging suppliers.

Beauty by Webpackaging

The interactive digital publication for beauty and cosmetic packaging.

Pharma by Webpackaging

The interactive digital publication for healthcare and pharmaceutical packaging.

Webpac®

Digital Media Group

W

solutions

webpackaging

iSales Toolkit
Portable web site
WEBpackaging Quiz

How long is a PACKstory?

- About 40 minutes
- About 40 seconds
- About 2 minutes
- About 20 minutes

Training course
Configurator
Download the iSalesToolkit App for your favorite device and install some demo sales toolkits. Give iSalesToolkit a whirl now!

Search the Apple, Google, or Windows 8 stores for “iSalesToolkit”, select and download the app. Then run in demo mode (no need to logon) to install and try out some sample toolkits.
From the Apple App store you can download several customer-focused iPad apps based on iSalesToolkit. Once downloaded you can add public toolkits such as catalogs, configurators, and brochures.

A public customer app based on iSalesToolkit is the perfect way to ship brochures and marketing materials to your customers – no courier service required! Search the Apple App Store for:

- Quadpack
- Libo Cosmetics
- Fluid Management
Don’t have an iPad, Android device, or Windows 8 PC? Never fear! You can access the Online Simulator using a web browser.

Experience many different types of toolkits including catalogs, videos, presentations, configurators, and more.

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