

groopit

Crowdsolving Software to Accelerate Sales



A Message from Groopit

Have you ever used the traffic app Waze? If yes, then you know about crowdsolving. People come together to outsmart traffic. Everyone has clear direction: report traffic accidents, speed traps and road closures. Data is reported in real-time with the tap of a few buttons. Drivers immediately see what's reported and adjust their routes.

Groopit provides similar functionality to leaders who want to accelerate sales. A leader brings the cross-functional team together and provides clear direction: report *competitive activity*, *voice of the customer*, *sales inefficiencies*, or anything. Data is reported with the tap of a few buttons; no emails to write, no long conversations, and no remembering after-the fact. Everyone involved sees data as its reported, learns, and jumps in to solve specific problems.

This is enterprise crowdsolving: real-time direction, real-time data, and real-time visibility to accelerate sales. The secret to success: **Groopit is so simple, easy, and fast that it saves everyone time.**

Watch the product demo on page 5 to see how Groopit works. And, when you're ready to get started, our team at Groopit will be here and ready to help!

Sincerely,

A handwritten signature in black ink, reading "Tammy Savage". The signature is fluid and cursive, with a large, stylized "S" at the end.

Tammy Savage
CEO & Co-founder, Groopit
tammy@groopit.co

High-Impact Actions to Accelerate Sales

Groopit includes **12 high-impact actions to accelerate sales**. Is your priority removing sales inefficiencies, outsmarting the competition, celebrating wins or incorporating voice of the customer? Choose an action or create your own to focus everyone on the highest priority.



Sales Inefficiency

Report sales inefficiencies as they happen so we can identify and quantify bottlenecks.

Sales Inefficiency



Voice of the Customer

Capture customer feedback, requests, and frustrations whenever you hear them.

Voice of the Customer



Positive Customer Quote

Capture positive customer quotes so we can build on our strengths.

Positive Customer Quote



Competitive Activity

Report competitive activity, events, announcements, changes, and any information you hear about.

Competitive Activity



Win

Report every win and ring the virtual bell so we can celebrate deals closed.

Win



Loss

Share the reasons we lost so we can all learn.

Loss



Sales Tips & Tricks

Share sales tips, tricks, and resources that you use.

Sales Tips & Tricks



Sales Acceleration Idea

Capture ideas, big or small, that might help us to accelerate sales.

Sales Acceleration Idea



Prospecting Progress

Report prospecting activity so we can tally our team progress.

Prospecting Progress



Sales Visit

Capture important information at every site you visit.

Sales Visit



Competitor Site Visit

Report every competitor's site visited.

Competitor Site Visit



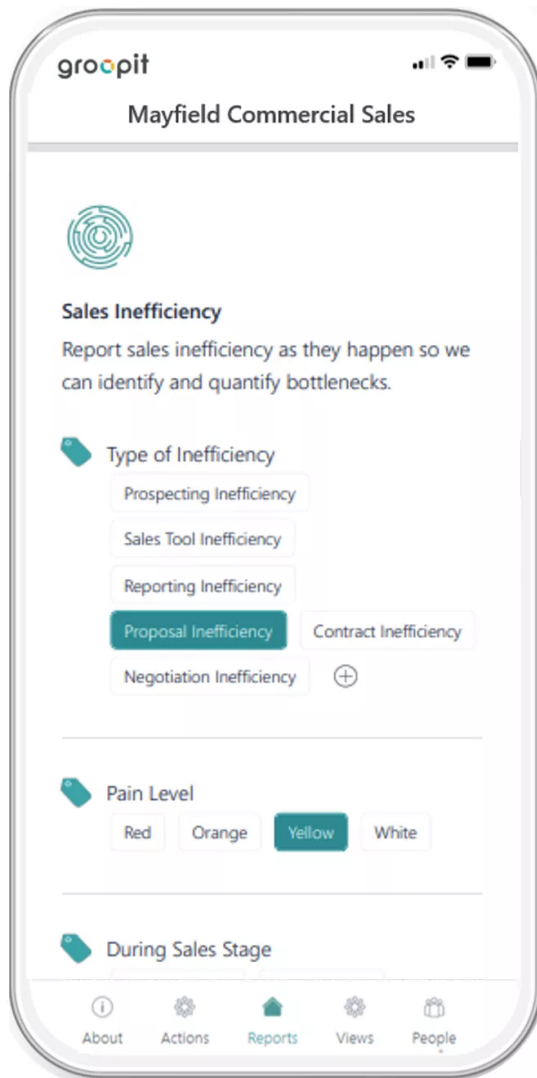
Sales Distraction

Capture work that pulls you away from selling so we can find opportunities to improve.

Sales Distraction

Real-Time Data

Every action results in real-time data. For example, whenever a Sales Inefficiency occurs, participants capture the *type of inefficiency*, *pain level*, and *time lost* with just a few taps. Insights don't get lost in a chat, a channel, or in the field.



The mobile app interface for 'groopit' shows a form for 'Mayfield Commercial Sales'. It includes a 'Sales Inefficiency' section with a description, a 'Type of Inefficiency' section with buttons for 'Prospecting Inefficiency', 'Sales Tool Inefficiency', 'Reporting Inefficiency', 'Proposal Inefficiency' (selected), 'Contract Inefficiency', and 'Negotiation Inefficiency'. Below this is a 'Pain Level' section with buttons for 'Red', 'Orange', 'Yellow' (selected), and 'White'. The 'During Sales Stage' section has buttons for 'Discovery (0%)', 'Qualify (25%)', 'Propose (50%)' (selected), 'Negotiate (75%)', and 'Close (95%)'. At the bottom, there is a 'Time Taken (in Minutes)' field with the value '90' and a 'Summarize Inefficiency (1-3 sentences)' text area containing the text: 'I find myself creating a new use case illustration for a manufacturing vertical proposal. It seems to happen every time. It seems like we should have a standard set to choose from; so we aren't spending time recreating this content fir every proposal.'



Sales Inefficiency

Report sales inefficiency as they happen so we can identify and quantify bottlenecks.



Type of Inefficiency

Prospecting Inefficiency

Sales Tool Inefficiency

Reporting Inefficiency

Proposal Inefficiency

Contract Inefficiency

Negotiation Inefficiency



Pain Level

Red

Orange

Yellow

White



During Sales Stage

Discovery (0%)

Qualify (25%)

Propose (50%)

Negotiate (75%)

Close (95%)



90 Time Taken (in Minutes)



Summarize Inefficiency (1-3 sentences)

I find myself creating a new use case illustration for a manufacturing vertical proposal. It seems to happen every time. It seems like we should have a standard set to choose from; so we aren't spending time recreating this content fir every proposal.

Data will only be visible to the group organizer.



Add Confidential Information Here

Cancel

Report

Customize forms to capture precisely the right data.

Hide sensitive data so it's visible only to leaders.

Add fields to capture location, photos, numbers, tags, date, time, and text.

View data immediately.

Download data into a spreadsheet.

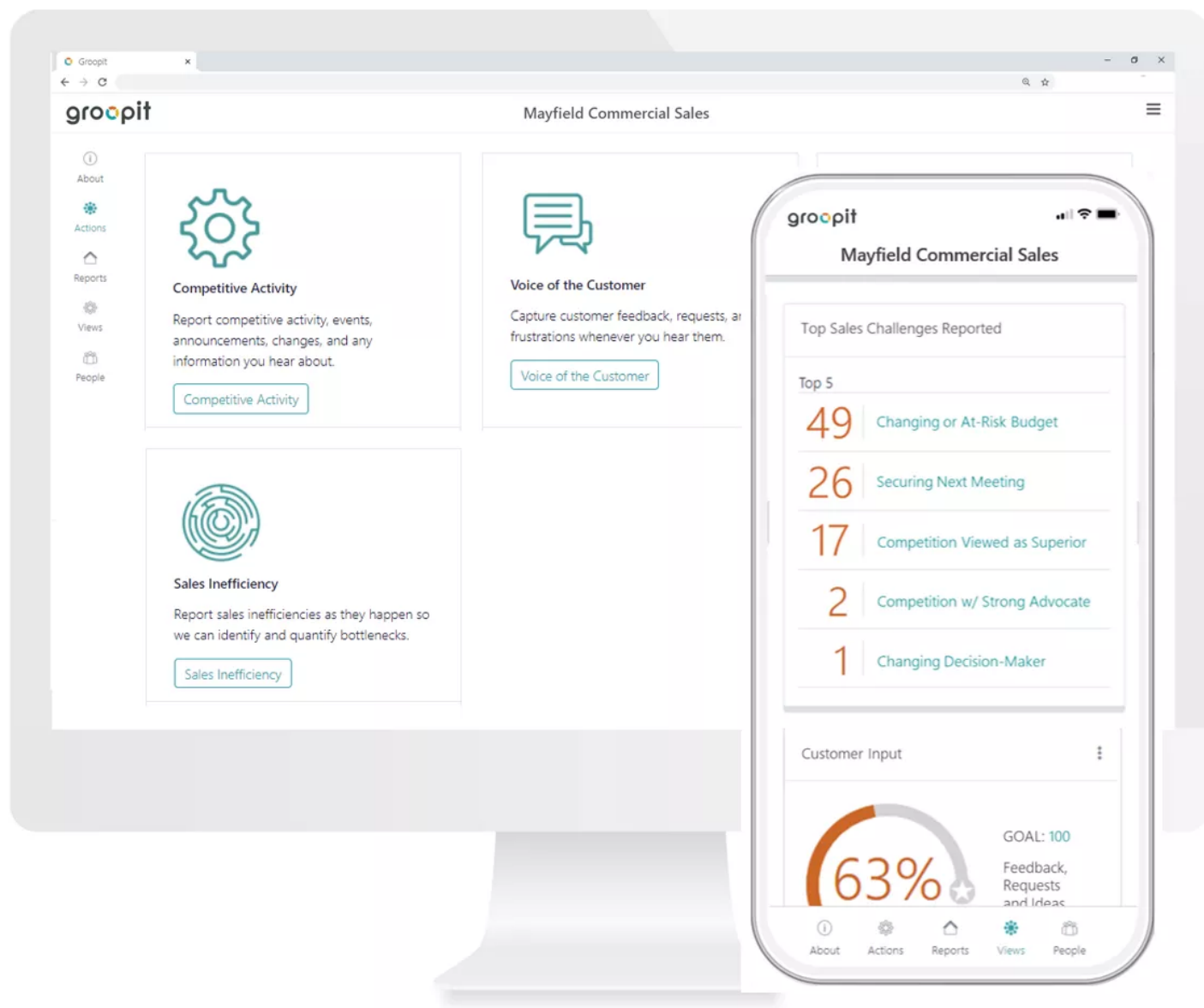
Integrate data into existing enterprise systems like Salesforce, Tableau, & Slack.



See How Groopit Works



Play this 2.5 minute [Groopit Product Demo](#) video to see a glimpse of how it works. If you'd like to learn more, send email to hello@groopit.co and schedule a full product demo.



Getting Started is Fast & Easy

Get the full power of Enterprise Crowdsolving Software for \$12,000 per year. Groopit Enterprise Edition includes:

- Unlimited Data Collection
- Unlimited Actions and Forms
- Unlimited Participants
- Crowdsolving App for Participants
- Multi-group Deployment and Reporting, for up to 6 Groups
- Advanced Data Access
- Advanced Data Integration
- Enterprise Security

The customer success team at Groopit will help you:

- Set-up your Groopit
- Provide hands-on training
- Get started within a week.



To get started, send email to hello@groopit.co today.

What our Customers Say



Fast Company Magazine recognized the Groopit crowdsolving solution in the 2020 **World Changing Idea Awards.**

Recognized as honorable mentions in three categories:

- North America Award Category
- Experimental Award Category
- General Excellence Award Category



"Groopit is literally a game changer."

Vice President of Sales



"Groopit has radically changed how we gather & use data."

Program Manager




"We've never found a way to do this before."

Chief Researcher

To get started, send email to hello@groopit.co today.

Report: Sales Inefficiency

Groopit includes **12 High-Impact Actions** like the one shown here. Choose one, customize it, or create your own from scratch. To get started, email hello@groopit.co.



Sales Inefficiency

Report sales inefficiencies as they happen so we can identify and quantify bottlenecks.

Sales Inefficiency



Sales Inefficiency

Report sales inefficiencies as they happen so we can identify and quantify bottlenecks.

Type of Inefficiency

Prospecting Inefficiency

Sales Tool Inefficiency

Reporting Inefficiency

Proposal Inefficiency

Contract Inefficiency

Negotiation Inefficiency

Pain Level

Red

Orange

Yellow

White

During Sales Stage

Discovery (0%)

Qualify (25%)

Propose (50%)

Negotiate (75%)

Close (95%)

#

90

Time Taken (in Minutes)

Summarize Inefficiency (1-3 sentences)

I find myself creating a new use case illustration for a manufacturing vertical proposal. It seems to happen every time. It seems like we should have a standard set to choose from; so we aren't spending time recreating this content fir every proposal.

Data will only be visible to the group organizer.

Add Confidential Information Here

Cancel

Report

Report: **Voice of Customer**

Groopit includes **12 High-Impact Actions** like the one shown here. Choose one, customize it, or create your own from scratch. To get started, email **hello@groopit.co**.



Voice of the Customer

Capture customer feedback, requests, and frustrations whenever you hear them.

Voice of the Customer



Voice of the Customer

Capture customer feedback, requests, and frustrations whenever you hear them.

Type of Customer Input

Product Input

Support Input

Onboarding Input

Training Input

Sales Input

+

Customer Priority

Extremely High

High

Medium

Low

+

Description

Requested by (role)

Add role

+


Request by (company)

Cancel

Report

Report: **Positive Customer Quotes**

Groopit includes **12 High-Impact Actions** like the one shown here. Choose one, customize it, or create your own from scratch. To get started, email **hello@groopit.co**.



Positive Customer Quote

Capture positive customer quotes so we can build on our strengths.

Positive Customer Quote



Positive Customer Quote

Capture positive customer quotes so we can build on our strengths.

 Quote

The new migration feature saved our team over 600 hours this quarter. Amazing!

 Type

- Positive product feedback
- Positive customer service feedback



 By

 Photo (optional)



Cancel

Report

Report: Competitive Activity

Groopit includes **12 High-Impact Actions** like the one shown here. Choose one, customize it, or create your own from scratch. To get started, email **hello@groopit.co**.



Competitive Activity

Report competitive activity, events, announcements, changes, and any information you hear about.

Competitive Activity



Competitive Activity

Report competitive activity, events, announcements, changes, and any information you hear about.



Competitor

Add Company Name

Charleston LTD.



Add New Option

Add



Competitive Activity

Event

Pricing

Licensing

Use Case

Announcement

Claim

Customer

Product & Features



Summary

Charleston just bid on a contract with what appears to be a completely new pricing model. Here's a link to the document. Take a look.

Data will only be visible to the group organizer.



Add Confidential Account Information Here

Cancel

Report

Report: **Win**

Groopit includes **12 High-Impact Actions** like the one shown here. Choose one, customize it, or create your own from scratch. To get started, email hello@groopit.co.



Win

Report every win and ring the virtual bell so we can celebrate deals closed.

Win

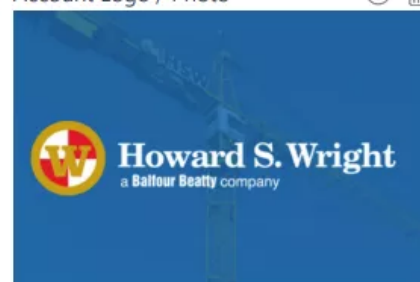


Win

Report every win and ring the virtual bell so we can celebrate deals closed.



Account Logo / Photo



Account Name

Howard Wright



450

Revenue in Thousands (\$495,000=495)



Kudos (mention @name the people involved)

Great job to the engine and legal teams, most notably Hudson Perry who came up with the winning approach!




Three Reasons We Won

1. Success demonstrated during pilot phase.
2. Licensing flexibility.
3. Rapid response time

Report: Loss

Groopit includes **12 High-Impact Actions** like the one shown here. Choose one, customize it, or create your own from scratch. To get started, email **hello@groopit.co**.



Loss

Share the reasons we lost so we can all learn.

Loss




Loss
Share the reasons we lost so we can all learn.



Opportunity Name

Southern Energy Project



Top Three Reasons for Loss

Pricing

Timeline

Product Limitations


Change in Priorities

Change in Decision-Maker

Project Cancelled

Comfort with Current Vendor

+



Winning Competitor

Tap + to Add Competitor

None

+



750

ACV in Thousands



What would we need to do to win next time?


We need to find a small project to collaborate on and build trust with the prospect.

Cancel

Report

Report: Sales Tips & Tricks

Groopit includes **12 High-Impact Actions** like the one shown here. Choose one, customize it, or create your own from scratch. To get started, email **hello@groopit.co**.



Sales Tips & Tricks


Share sales tips, tricks, and resources that you use.

Sales Tips & Tricks



Sales Tips & Tricks

Share sales tips, tricks, and resources that you use.

 Tip, Trick, or Resource for:

Prospecting


Process

Presentation


Demo

RFP


+

 Title

RFP Hunting Site

 Description

I found a great site to look for open RFPs.

 Link

HTTPS://opened.org/

 Photo +

Cancel

Report

Report: **Sales Acceleration Idea**

Groopit includes **12 High-Impact Actions** like the one shown here. Choose one, customize it, or create your own from scratch. To get started, email **hello@groopit.co**.



Sales Acceleration Idea

Capture ideas, big or small, that might help us to accelerate sales.

Sales Acceleration Idea



Sales Acceleration Idea

Capture ideas, big or small, that might help us to accelerate sales.



Tag it

Sales Tool Idea

Sales Process Idea

Sales Enablement Idea

RFP / Proposal Idea

Product Idea

Event Idea

Prospecting Idea

Contract Idea

Onboarding Idea



Title

Use Case Repository



Description (100 words or less)

If we had all use cases in one location (in addition to the vertical sites) it would be so much faster to pull the information we need.



Photo (optional)



Cancel

Report

Report:

Prospecting Progress

Groopit includes **12 High-Impact Actions** like the one shown here. Choose one, customize it, or create your own from scratch. To get started, email hello@groopit.co.



Prospecting Progress

Report prospecting activity so we can tally our team progress.

Prospecting Progress



Prospecting Progress

Report prospecting activity so we can tally our team progress.



75

Prospecting Emails & Messages Sent



12

Prospecting Calls Made



3

Prospecting Meetings Scheduled



1

New Opportunities Found



For Period Ending

2/26/2021



Comment

This blitz worked so well!

Cancel

Report

Report: Sales Visit

Groopit includes **12 High-Impact Actions** like the one shown here. Choose one, customize it, or create your own from scratch. To get started, email hello@groopit.co.



Sales Visit

Capture important information at every site you visit.

Sales Visit



Sales Visit

Capture important information at every site you visit.



Site Name

Highway 99 Pinnacle



Site Location



Merchandising Photo



Display Rating

Excellent: stocked, orderly, quality display

Good: mostly stocked and orderly

Poor: not well stocked or orderly

Neglected: out of stock, orderly, or in disrepair



Top Need to Increase Sales

New Signage

New Display

Different Product

New Product

Improve Display Location



Notes

Cancel

Report

Report: **Competitor Visit**

Groopit includes **12 High-Impact Actions** like the one shown here. Choose one, customize it, or create your own from scratch. To get started, email **hello@groopit.co**.



Competitor Site Visit

Report every competitor's site visited.

Competitor Site Visit



Competitor Site Visit

Report every competitor's site visited.

Competitor

A

B

C

Oakland Sounds

+

Add New Option

Add

Competitor Site Location



Competitor Merchandising Photo



Competitor Products on Promotion

A

B

C

+

Optional Notes

The new sound barrier displays at Oakland are very different than I've seen before.

Report: Sales Distraction

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Sales Distraction

Capture work that pulls you away from selling so we can find opportunities to improve.

Sales Distraction



Sales Distraction

Capture work that pulls you away from selling so we can find opportunities to improve.



Work Type

Internal Meeting

Research

Delivery Issues

Invoice & Payment Issues

Contract Review



360

Time Spent (In Minutes)



Time Period Ending

2/25/2021



Comments

The meeting prep took 6 hours because we had to bird dog everyone for information.

Cancel

Report



Groopit Enterprise Crowdsolving
for Leaders to Accelerate Results

<https://groopit.co/>
hello@groopit.co