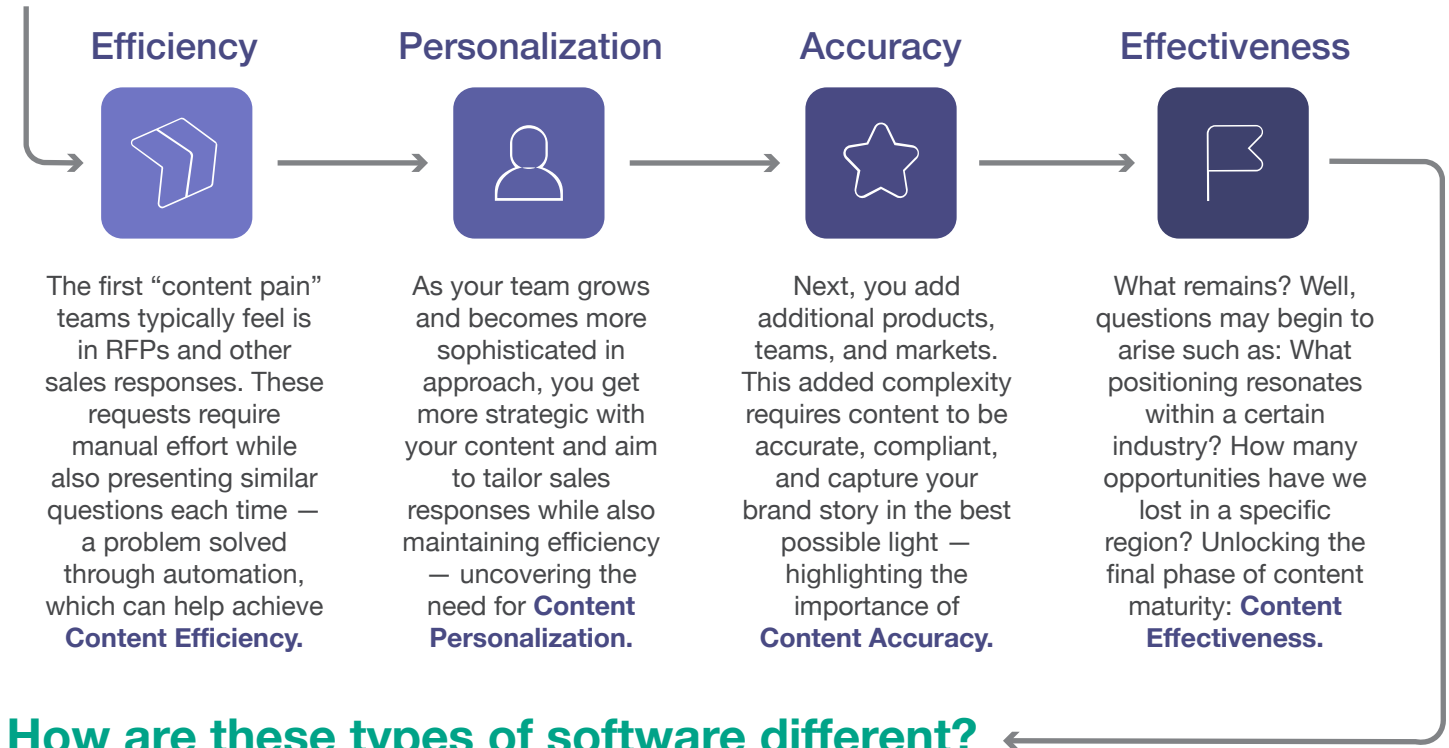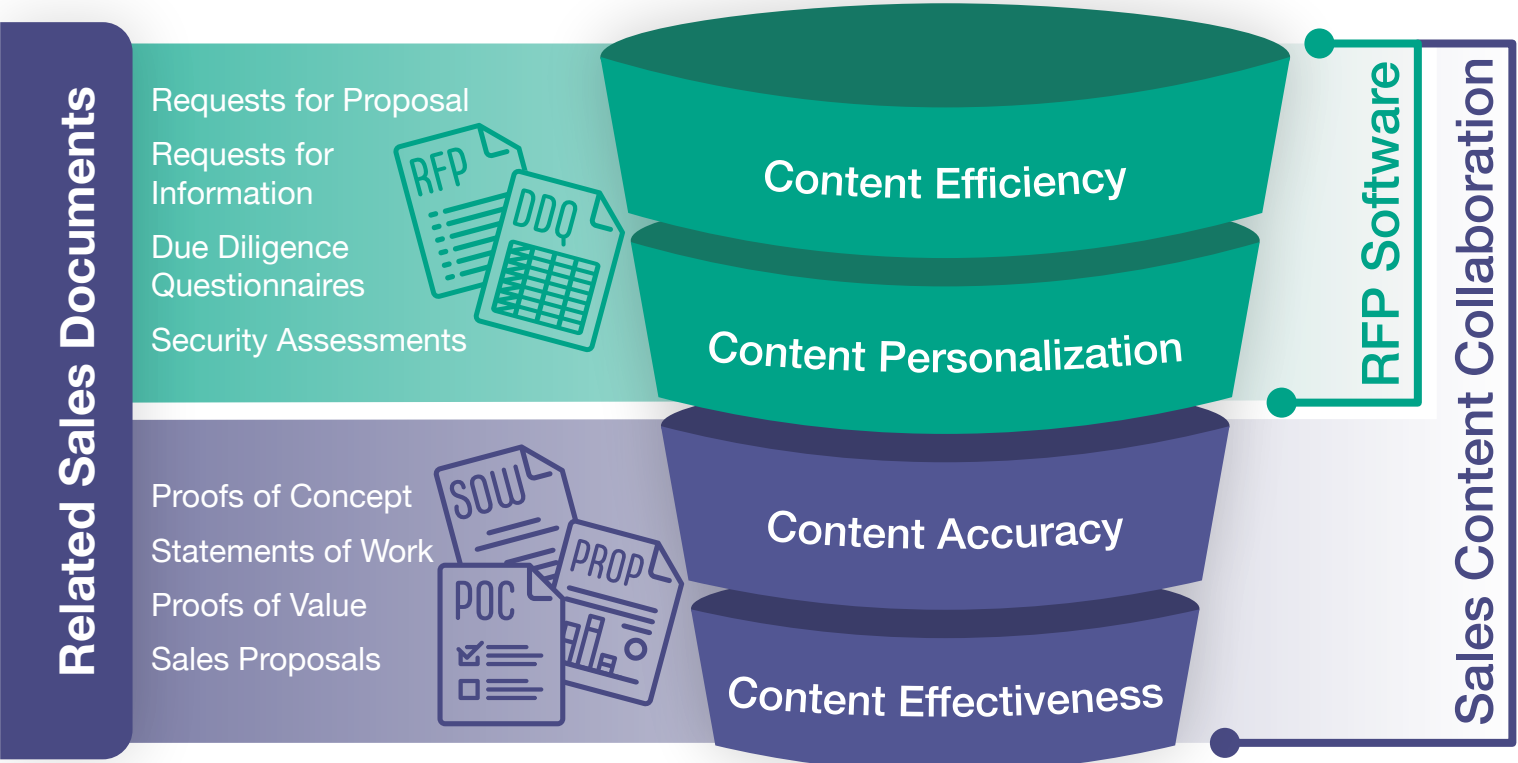# OMBUD

RFP Software vs. Sales Content Collaboration

To understand the difference between these solutions, you first need to understand where you are on the Sales Content Maturity cycle.

The Sales Content Maturity Cycle

Efficiency

The first "content pain" teams typically feel is in RFPs and other sales responses. These requests require manual effort while also presenting similar questions each time — a problem solved through automation, which can help achieve **Content Efficiency.**

Personalization

As your team grows and becomes more sophisticated in approach, you get more strategic with your content and aim to tailor sales responses while also maintaining efficiency — uncovering the need for **Content Personalization.**

Accuracy

Next, you add additional products, teams, and markets. This added complexity requires content to be accurate, compliant, and capture your brand story in the best possible light — highlighting the importance of **Content Accuracy.**

Effectiveness

What remains? Well, questions may begin to arise such as: What positioning resonates within a certain industry? How many opportunities have we lost in a specific region? Unlocking the final phase of content maturity: **Content Effectiveness.**

How are these types of software different?

Related Sales Documents

Requests for Proposal
Requests for Information
Due Diligence Questionnaires
Security Assessments

RFP
DDQ

Proofs of Concept
Statements of Work
Proofs of Value
Sales Proposals

SOW
POC
PROP

Content Efficiency

Content Personalization

Content Accuracy

Content Effectiveness

RFP Software

Sales Content Collaboration

RFP Software Strengths

- ✓ Easy-to-use and light-weight so you can get up-to-speed fast
- ✓ Simple interface with templated options for content
- ✓ Quick content storage for use in future documents
- ✓ Purpose-built for response management use cases

Sales Content Collaboration Strengths

- ✓ Accommodates large user bases with specific roles and groups
- ✓ Customizable templates and content handle complex document type
- ✓ Intelligent curation and content management on an on-going basis
- ✓ Multiple use cases throughout the middle of your sales funnel

RFP Software is a stop on your journey to Content Effectiveness.

On the road of sales content maturity, key areas are content efficiency and personalization. Sales Content Collaboration, while it satiates these needs, doesn't stop there. It focuses, instead, on full content effectiveness.

》 NEXT STOP
Sales Content Collaboration

OMBUD
Let's Get Started

VISIT OUR WEBSITE   REQUEST A DEMO

About Ombud

Customers rely on Ombud to automate the content-centric activities in their sales processes. Our platform combines content collaboration, project management, and machine learning to streamline the creation of sales documents like RFP responses, security questionnaires, sales proposals, statements of work, and much more.