

In an earlier movie, I mentioned that a Sales Enablement Platform is, at its core, a content management system. The main purpose of a content management system is to ensure that everyone has the latest version of the content assigned to them.

Here's how a CMS works. Users upload sales materials to the CMS, which in this course is vablet, through a web portal on their desktop or laptop computer. Then, the CMS pushes the content to every device that is entitled to that content. If you wish, you can set it up so that some members of the team have access to one pool of content and other members have access to different content. You can get as complex and structured as you wish.

Then, if the content is updated, it's re-uploaded to the CMS. Then it's pushed out and updated on each device – automatically and quietly in the background. When a piece of content is removed from the CMS, it's automatically removed from the devices that it was distributed to. With a content management system in a Sales Enablement Platform, ensuring that everyone on a team has all the materials they need and that they're the latest versions is automatic and easy.