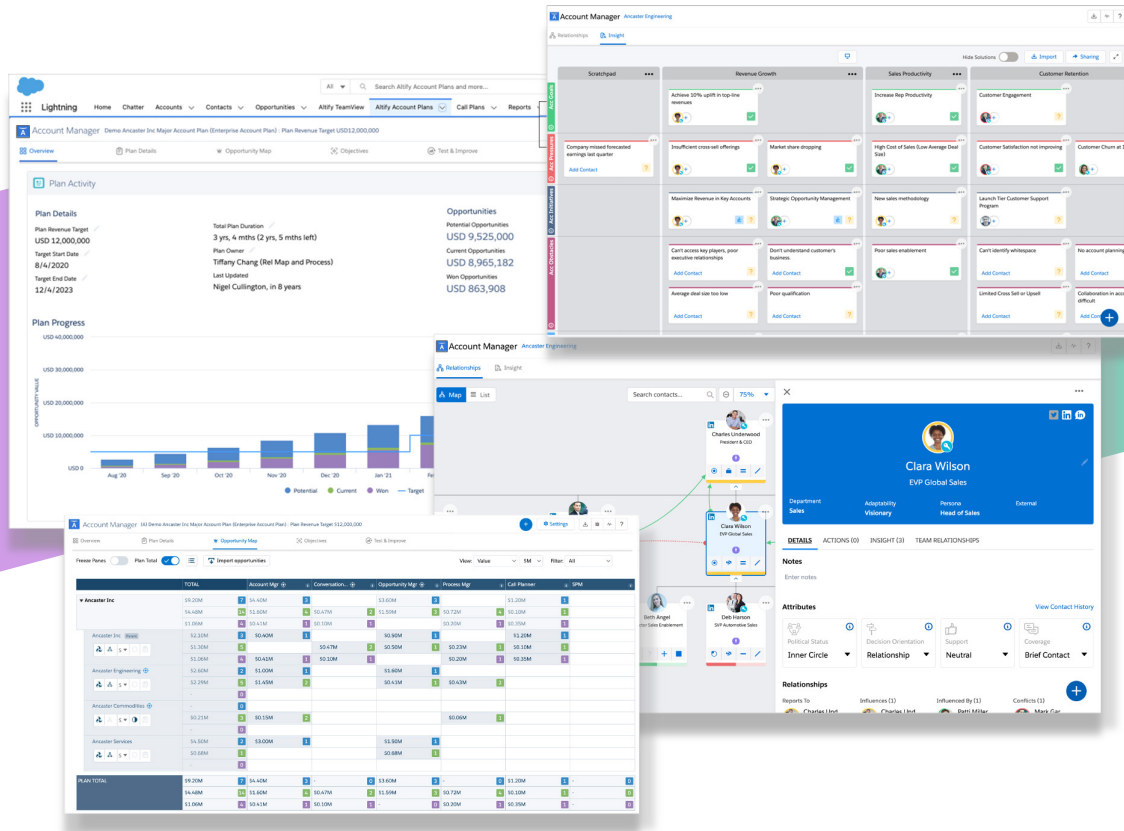




Combining Strategy, Methodology, & Technology to Increase Revenue



Upland Altify helps B2B salespeople increase win rates, shorten sales cycles and grow and retain revenue in key accounts by enhancing the capabilities of Sales Cloud with proven strategy, methodology and technology.

Accessed directly from Salesforce Account and Opportunity records, Altify's proven sales methodology, insights and coaching help sales people visualize their account plans, map key contacts, uncover white space, focus on the customers' obstacles and pressures and qualify opportunities to win the deals that matter.

Applications: **Account Manager**, **Opportunity Manager** and **Relationship Map** are 100% native on Salesforce, Salesforce 1 Mobile accessible, and Lightning ready.

If your challenge is one of the following...

- How do I increase my win rate?
- How do I increase average deal size?
- How do I increase my pipeline?
- How do I connect our solution to our customers' problems?
- How do I access the key people in my account?

Upland Altify can help.



“Altify is a key component of our sales methodology and a new muscle we are building on how we engage as a trusted advisor with our enterprise customers.”

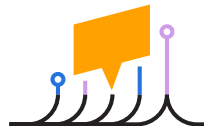
Brian Selby

SVP, Worldwide Sales Operations, Tableau Software



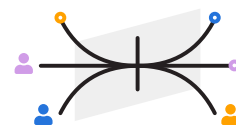
Account Manager

- Provides salespeople a structure for understanding the key people of influence and business pressures at your target accounts
- Uncovers potential white space and hidden opportunities for delivering mutual value
- Helps the extended revenue team increase pipeline by growing and retaining revenue in key accounts



Opportunity Manager

- Gives salespeople a process-driven framework to effectively research, qualify and collaborate with customers
- Helps sellers match solutions to address key business challenges
- Grows revenue with improved win rates, increased deal sizes, shorter sales cycles



Relationship Map

- Enables salespeople to map and navigate the customers' organizational hierarchy
- Helps identify influencer relationships and political structures Increases win rates by focusing on the key players crucial to your success
- Increases win rates by focusing on the key players crucial to your success

Upland Altify helps salespeople become trusted advisors and drive exceptional value for their customers.

LUMEN®

workday.



ciena

Johnson Controls 

Ready to get things done?

Let us show you what Upland Altify can do.

[Request a demo](#)

Upland Software (Nasdaq: UPLD) is a leader in cloud-based tools for digital transformation. The Upland Cloud enables thousands of organizations to engage with customers on key digital channels, optimize sales team performance, manage project and IT costs, and automate critical document workflows.

