

Strengthen Your Sales Pitch With Bluescape

BENEFITS OF BLUESCAPE

With all the information you need to make the sale readily available— and your customer as an active participant in your meeting— Bluescape can benefit your business in so many ways.

- Shorten the sales cycle.
- Streamline meeting preparation and follow-ups.
- Elevate your business and stand out from the competition.
- Create opportunities for more frequent and better-quality customer engagements.

WHAT IS BLUESCAPE?

Bluescape is a visual collaboration solution that sets the stage for engaging customer and client meetings—even when you're not physically in the same room. Create an immersive and interactive virtual showroom that sets you apart from the competition.

WHY CHOOSE BLUESCAPE FOR CUSTOMER EXPERIENCE?

When it comes to closing the deal, customer engagement is everything—especially when you're selling remotely. With Bluescape, you can turn an ordinary sales presentation into a dynamic, collaborative experience. Invite your customers to interact directly with your entire catalog and co-create solutions in real time.

Annotation and whiteboarding tools make it easy to jointly ideate and customize options to bring your customer's ideas to life. And the entire meeting—including notes, drawings, and parking lot topics—live in a persistent workspace you can reference anytime, from anywhere to avoid the endless follow-ups that delay a deal from closing.

VIRTUAL WORKSPACES: THE ULTIMATE SELLING ROOMS

- **Infinite canvas:** Easily visualize your catalog and customer options, while using layout tools to keep everything organized.
- **Virtual workspace:** Sell and service from and to anywhere.
- **Video meetings:** Built-in video calls and integrations with Cisco Webex and Zoom let you hold immersive sales meetings regardless of location.
- **Advanced content sharing:** Add graphics, photos, videos, and other materials to your workspace to capture attention and elevate your storytelling.
- **Whiteboard tools:** Build trust with your customers through co-discovery and co-creation by whiteboarding options and solutions together.

BLUESCAPE FEATURES

Bluescape virtual workspaces allow you to create engaging, interactive, and differentiated customer experiences that help build trust, reduce sales cycles, and elevate your brand. Tap into all of Bluescape’s features to drive customer engagement and results.

WORKSPACES

Your workspace is your virtual selling room, where you can store, organize, create, and share a near-infinite amount of content and data—including your entire inventory and service offerings.

WHITEBOARDING

Capture ideas, visualize concepts, and give focus to virtual meetings with drawing and diagramming tools.

CONTENT SHARING

Share documents, graphics, photos, videos, and web pages in the workspace to make them accessible to your customers.

VISUAL ORGANIZATION

Group content in containers to help your customer browse and navigate your offerings and options.

ANNOTATION

Capture customer feedback by drawing on the workspace or directly on the content during presentations.

COMMUNICATIONS

Hold sales meetings right in Bluescape using built-in video calls or integrations with Cisco Webex and Zoom.

DEPLOYMENT OPTIONS

Whether you’re looking to deploy via the cloud or on-premises, we offer multiple deployment options to give you the flexibility and security you need.

API

The Bluescape API enables integrations with third-party software to streamline workflows.

ABOUT BLUESCAPE

Bluescape is the visual platform for high-value collaboration. We bring teams and their work together in one place to overcome information silos and communication barriers, propelling productivity and breakthrough innovation. Customers include Fortune 100 companies, government agencies, higher education, and media and entertainment. A Silicon Valley- based company, Bluescape was named one of the most innovative companies of 2021 by Fast Company. Visit bluescape.com and follow us on [Twitter](#), [LinkedIn](#), and [Facebook](#).

