



Preview Program



Q4
2017

What is Cien?

Cien is a new AI-powered sales productivity app that helps sales teams around the world measurably improve their sales performance.

How is Cien different?

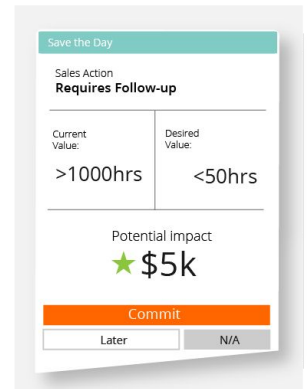
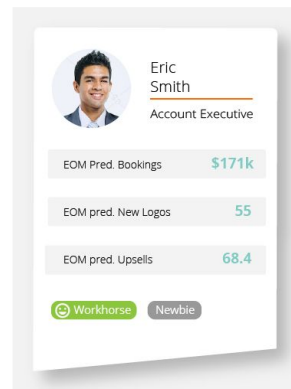
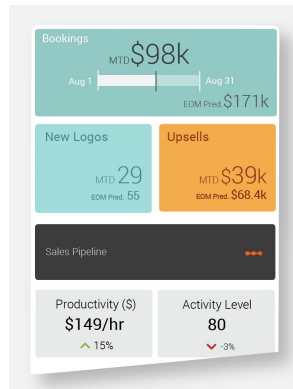
Cien is specifically designed for subscription-based businesses with a unique focus on sales productivity. While most sales analytics tools tell you what happened, Cien tells your team what to do and why.

How does Cien work?

Cien applies real time statistical analysis and machine learning techniques to companies' CRM data. The app acts as a powerful mentor that analyzes individual and collective sales activity to detect issues, answer questions and recommend actions to improve performance.

High performing sales teams use Cien to answer their most important questions.

- Which items in my playbook have the most impact on sales?
- What activities, industries or territories should my sales team focus on?
- Why are deals lost at certain stages and how can I shorten our sales cycle?



What is Cien's preview program?

For a limited time only, qualifying companies can receive personalized recommendations on any aspect of their sales process. Early adopters are expected to provide basic feedback on their mobile and desktop experience with the Cien App.

How much does Cien cost?

The preview program is entirely free with no financial commitment or fixed term contract. It can be cancelled at any time by either party. Once the pilot program is complete, participating companies have the option to continue using the Cien App at the monthly price of \$39 per user.

How do I qualify?

You're an ideal candidate if your company has:

- 1) a B2B SaaS or subscription-based business model
- 2) at least 5 sales people using Salesforce® for over a year

