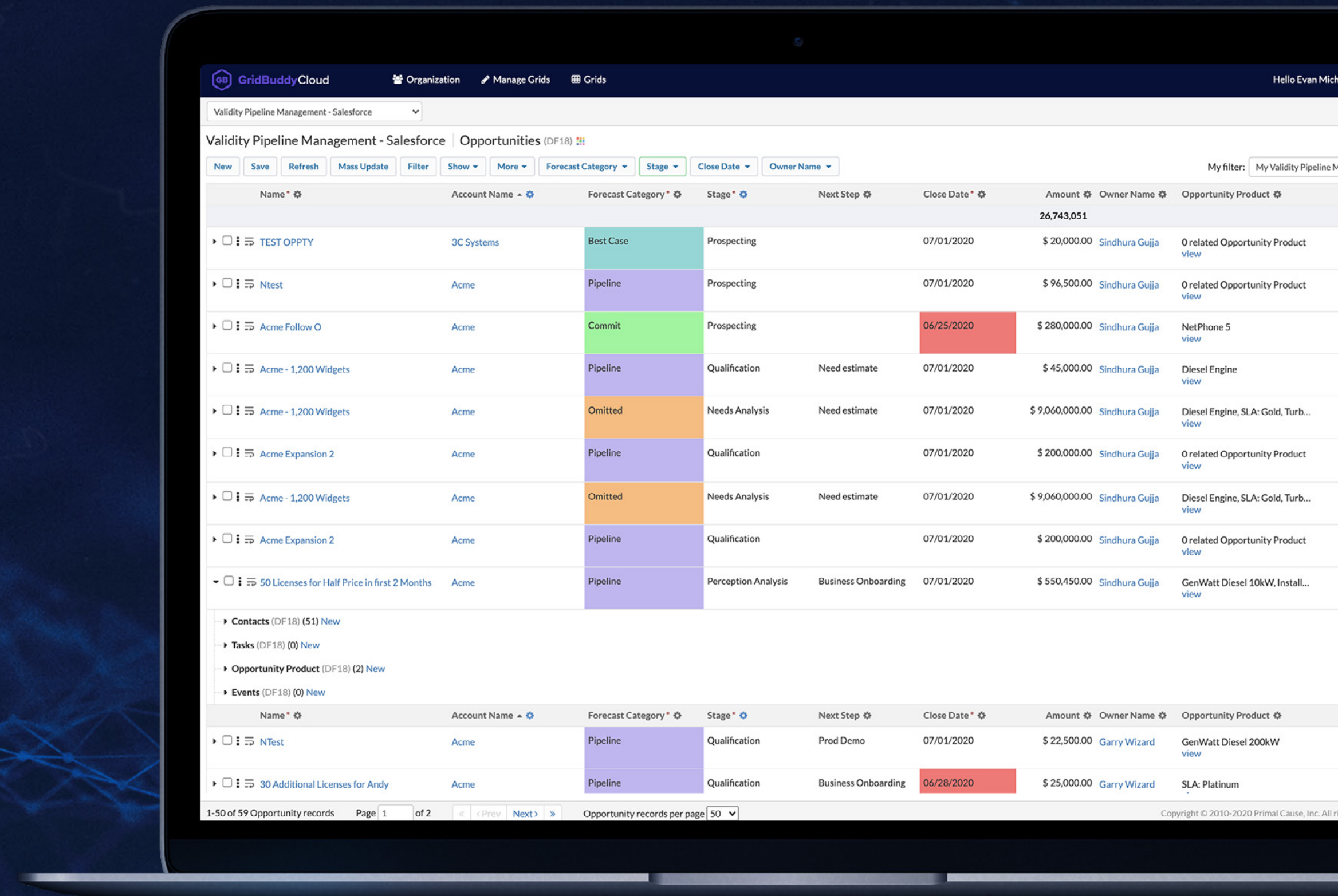# Validity for Sales Productivity

Give your sales team back hours per day with tools designed to increase productivity and mitigate pipeline risks in real-time.

TrustAssessments

GridBuddyCloud

Give your sales team back hours per day with tools designed to increase productivity and mitigate pipeline risks in real-time.

Managing pipeline and ensuring that your sales team is at the peak of productivity isn't the easiest task, and it's even more difficult if you don't have faith in the data that you're working with. Without a simple way to update and manage critical data, you could be missing out on some key opportunities.

With Validity for Sales Productivity you have access to two unrivaled solutions, GridBuddy Cloud and Trust Assessments, that help manage data and ensure that the data you have is reliable. Access to both means that you're able to increase the efficiency of your sales team and simplify pipeline management with customizable grids that allow opportunities and the records that influence them to be managed in one screen. All the while, using Trust Assessments to gain knowledge on how your CRM data quality is impacting sales goal attainment and strategies to keep the two aligned.

Key Benefits

- **Boost sales productivity, operational efficiency, and ROI**

- **Gain insight into and improve data quality**

- **Advance campaign effectiveness and customer engagement**

- **Propel company growth and reduce spend**

- **Improve lead quality and customer retention**

- **Upgrade operational efficiency with multiple approaches to managing data, specific to each task and goal**

GridBuddy Cloud

The most productive user experience in the Salesforce ecosystem.

Our data interaction solution integrates the data your sales team needs into one simple view so that they can get their work done quickly. Easily configurable, GridBuddy Cloud presents users with a single view to manage all of the data they need on one screen. Grids and charts can span across multiple objects, only showing the fields and records that are relevant for the task at hand.

"If you want to accelerate the productivity of your teams, you need GridBuddy Cloud."

— **Steven Cox**, *Manager of Global Sales Tools Strategy, NetApp*

VALIDITY FOR SALES PRODUCTIVITY
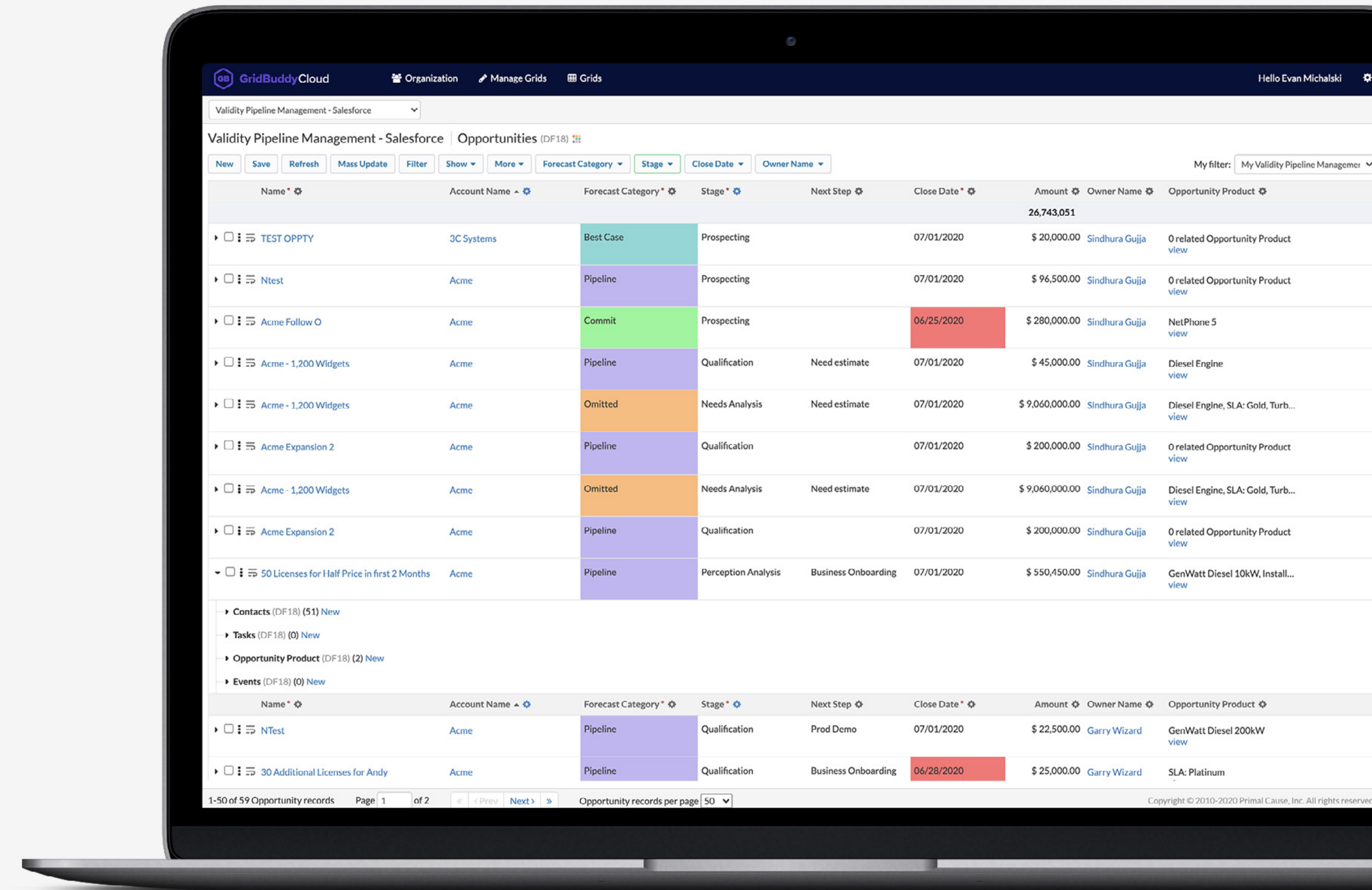
TrustAssessments

Know the true quality of your Salesforce data and its impact on your business.

With Trust Assessments, you can quickly and continuously address customer data quality issues, understand the economic impact on your business, and have more trust in your Salesforce data.

"This is the first application that reveals your data quality issues and explains how and which tools to use to address the problems. It fills a white space in the industry. It's incredibly valuable."

— **Emilio Reyes Le Blanc**, *Director of Marketing Operations FIDM*

What Validity for Sales Productivity Delivers

Grid-based Utilities

Work in one screen instead of jumping from record to record to manage and update deals. Use this streamlined approach to close deals faster and spend more time selling.

Customer 360

Access all the information you need for case management in a single screen, so your team can respond to customer needs faster.

Lead Management

Eliminate spreadsheets and endless customization with grids that streamline lead management, without ever leaving your CRM workspace.
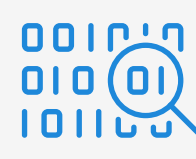
Forecasting

Create a flexible forecasting workspace directly in your CRM that gives you visibility into every deal included in the roll-up.

Data Quality Analytics

Identify data quality needs that will help propel company growth and reduce spend.

Data Management Analytics

Implement and gauge the effectiveness of data quality measures and use this information to establish data management procedures that prevent bad data entry at the source.

Remediation Playbook

Leverage a detailed remediation playbook to make business decisions and improve sales forecasts, pipeline management, lead quality, and conversion rates.
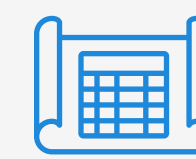
ReadyGrids

Boost sales team productivity immediately after installation. With pre-configured ReadyGrids, you streamline the ways you work with CRM data in Salesforce.

validity

Businesses run better and grow faster with trustworthy data. Tens of thousands of organizations rely on Validity solutions — including DemandTools, BriteVerify, Trust Assessments, Return Path, 250ok and GridBuddy — to target, contact, engage, and retain customers effectively. Marketing, sales, and customer success teams worldwide trust Validity solutions to help them create smarter campaigns, generate leads, drive response, and increase revenue.

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