

Forward Unveils Next-Gen Digital Sales Room to Transform B2B Sales Experience

Seller

Share Joanna Miller

ClientCo x Forward

Welcome Client Co Team

@John I have just shared the proposal, do you have any questions?

Your proposal has been viewed by John.

@Michael Thank you, looks great! We are ready to move forward.

Buyer

Forward

Company Presentation

Demo Recording

Next Steps for Client Co 3/9 Completed

Step	Progress	Status
Demo & presentation	3/4	On track
Demo of the product	✓	21/11/23
Recording & recap shared with your team	✓	24/11/23
Proposal and business case shared with your team	✓	25/11/23
Proposal updated based on your needs	○	01/12/23
Onboarding	0/2	Not started
Launch	1/3	Slipping

London, United Kingdom Sep 5, 2023 (Issuewire.com) - In an era where digital transformation reshapes industries, B2B sales are undergoing a profound shift. Introducing Forward - the pioneering solution that has the ambition to reinvent the B2B sales experience for the digital times. The FORWARD Digital Sales Room is now unveiled after a successful year-long beta phase as Simplificiter. The ambition is to transform B2B sales into a more straightforward, engaging, and efficient experience for buyers and

sellers.

In a digital sales environment where, according to a recent global survey by Gartner, 77% of B2B buyers describe their latest purchase experience as complicated or challenging, there's a clear need for a solution. Buyers and sellers often find themselves struggling with complex buying processes and an overload of information available leading to prolonged sales cycles, and stalled deals. Forward aims to eliminate these hurdles, ensuring that B2B sales journeys are seamless, maintaining momentum, and successfully closing deals.

The new banner "Forward" and its guiding principle "Drive your deal forward, effortlessly " captures the essence of seamless progress that modern sales teams demand.

Forward's platform replaces the email chaos with dedicated digital sales rooms, consolidating sales resources, tools, interactions, and deal processes into a unified workspace. This solution enables seamless collaboration and quicker buying decisions. Each digital salesroom, accessible with a single link, facilitates real-time interactions, offers invaluable sales insights, proposes mutual-action plans, and provides automated personalisation.

Boris Rino, co-founder of Forward, shares his enthusiasm: "Our evolution from Simpliciter to Forward is a testament to our commitment to helping sales teams create more seamless and more engaging experiences that will effortlessly keep their prospects engaged and move the deal forward!"

"95% of B2B sales processes still rely on emails and attachments. This isn't just time- and resource-draining; it's a major cause of lost sales," says Altug Beser, a serial entrepreneur and co-founder of Forward, with two successful exits under his belt in the vertical of digitalisation of B2B sales processes. "Both the buyer and seller side are in dire need of a streamlined experience. During our beta phase as Simpliciter, we witnessed a 30% shortening of sales cycles and a 23% drop in email back-and-forth. I believe any forward-thinking business should experience the advantages of a digital sales room firsthand."

In a rapidly evolving landscape, predictions indicate that by 2026, a remarkable 30% of B2B sales cycles will transition to the efficiency of digital sales rooms. For enterprises and SMB still reliant on conventional engagement methods and sub-par buyer experience the urgency for transformation is undeniable.

Seizing this transformative moment, FORWARD throws open its doors, presenting an opportunity to experience its digital sales room solution for free at www.dealforward.com. This invitation empowers users to witness firsthand how FORWARD streamlines the process, effortlessly driving deals forward and delivering that "wow" factor that leads to deals getting done faster.

About Forward

Founded in 2022 by Altug Beser and Boris Rino, Forward set out with a mission: to transform B2B sales into a more straightforward, engaging, and efficient experience for buyers and sellers. Forward enables sales teams to streamline the buyer's journey, maintain buyer's engagement and get deals done faster. Forward offers a Digital sales room platform that seamlessly centralises sales resources, tools, buyer interactions and deal processes within a single workspace for seamless collaboration and faster buyer decisions.

Each of Forward's digital sales rooms is shareable with a single link and is equipped with superpowers such as real-time collaboration, sales insights, mutual-action plans, and seamless integration with CRM systems.

While headquartered in the UK, Forward's reach is global. Adopting a remote-first strategy, the company's diverse team spans the UK, France, Germany, and Turkey.

To learn more, visit www.dealforward.com

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Source : Forward

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