



Drive productivity with mobile workforce engagement.

“I spend 3 hours in the car each day. My productivity plummets.”

Financial Advisor, Merrill Lynch



LiquidTalk helps leading-edge companies connect and engage mobile employees to spark productivity.

Our secure, on-demand application empowers sales, service and other remote workers to find, organize, create and **distribute proprietary audio and video business content to mobile devices** including iPhone, iPod and BlackBerry. Our services empower mobile sales enablement, learning and training, knowledge transfer, corporate and customer communication and more—wherever and whenever. Here's how:

1. Your organization launches its own branded LiquidTalk application for centralized access to proprietary audio/video content. Think **iTunes—but just for your business**. Best sales pitches, training segments, customer testimonials, product overviews and demos, word-on-the-street—any business intelligence can become a mobile asset.
2. Your employees, resellers, partners or other authorized users log in to find files, organize them into playlists and **quickly sync to mobile devices**.
3. A phone-in feature enables easy creation and upload of **podcasts on the fly**.
4. Managers can push content to specific users and review usage detail.
5. Our services team helps organizations **convert corporate knowledge** into mobile content, manage devices and users and more.

A more connected, engaged workforce is a more productive workforce

- Empower employees to control where and when knowledge transfer happens
- Release workers from laptops and time-shift the delivery of actionable information
- Enable top performers and experts to efficiently share best practices and insights
- Ramp up new hires faster and replicate winning techniques across the organization
- Leverage the power of the human voice to inspire and motivate
- Create a sense of community that helps retain a new generation of talent

What is your organization doing about the mobile workforce problem?

What problem? Your organization is **losing revenue every day** because of a disconnected, disengaged workforce. Consider:

- More and more workers are conducting business away from traditional office space. Opportunities to connect and share knowledge in real time are now limited.
- A key subset of the mobile workforce—sales and service—faces increasingly **intense performance challenges**. Companies are asking reps to know more and sell more. They're leaning harder on a thinning crop of star performers.
- But **more pressure does not drive a more productive workforce**. Studies show that salespeople are forgetting content within weeks of training, missing quota and leaving jobs from burnout.
- A new generation of employee talent may be the answer, but it **learns, communicates and works differently**, valuing information immediacy, constant connectivity, peer input, mobile devices.

Companies unprepared to address these workforce trends risk lost talent and lost revenue.