

# CLARI ALIGN

Convert and close deals faster with buyer-seller collaboration.

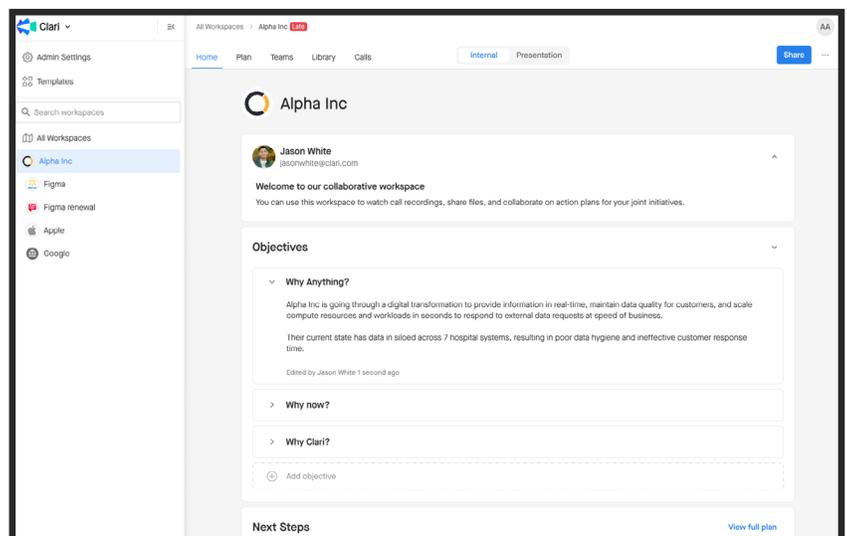
The revenue formula hasn't changed. Pipeline x Conversion = Revenue. But your conversion is inconsistent, and buyers doubt your process. Clari Align helps you de-risk your sales cycle by helping reps establish credibility early and create an exceptional buying experience. Plus, it's built in the Clari Revenue Platform, infusing valuable intent data into RevDB for your use in inspection and forecasting. Your sellers will know exactly how — and why — your buyers finish the deal. And your buyers will have full trust in your sellers and the process.



**Clari Align has enabled our reps to validate buyer interest early on in the sales cycle and get mutual agreement on the purchase process via a repeatable and standardized template.**

**Greg Donohue, VP of Sales at Kofax**

-  Improve conversion rates
-  De-risk the buyer
-  Scale repeatable best practices
-  Leverage intent data in the full Clari Revenue Platform



Make your case. Make your plan. Make it happen.



## CUSTOMIZABLE MICROSITES

Establish trust with Align Home, a shared collaborative microsite that reps can spin up in a matter of moments. A simpler alternative to building out a mutual action plan, Align Home captures business objectives, surfaces all deal artifacts, and enables actions to be assigned to buyers. Instead of sending emails and PDFs that get lost, share everything to Align Home for a unified buying experience.



## FLEXIBLE, SCALABLE TEMPLATES

Uplevel team performance with Mutual Action Plan templates that provide a blueprint for how to go about deals. Meet buyers where they're at by including as much or as little of the template as makes sense. Bring your mid to low performers up to par and shorten sales cycles.



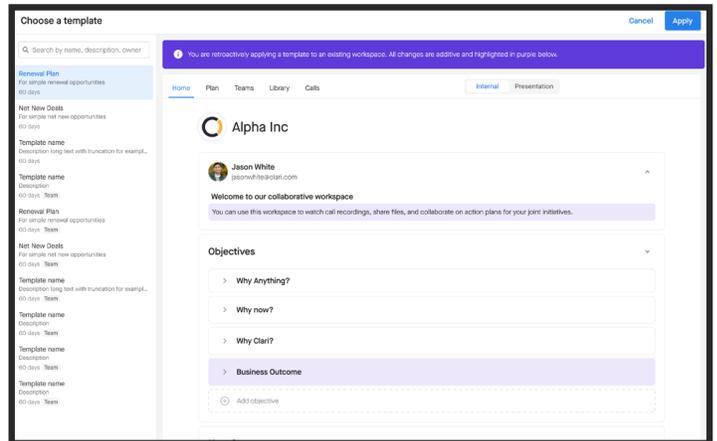
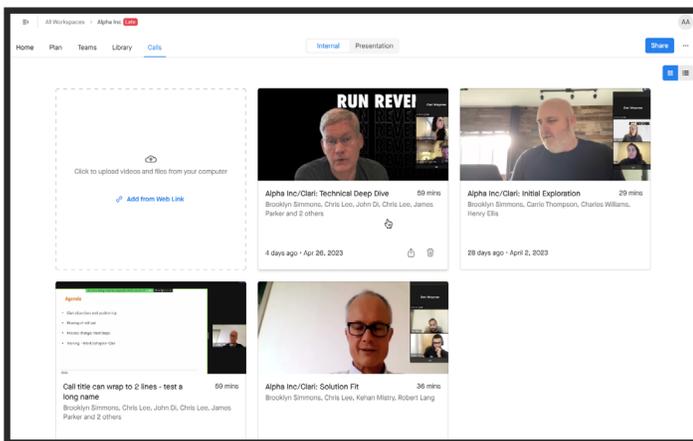
## TIMELINES AND STAKEHOLDERS

Timelines detail milestones and next steps to facilitate collaboration. Invite internal and external stakeholders to Align to keep everyone accountable. Add private milestones for internal discussion, track milestone progress by team member, and determine which key stakeholders are missing. Add contacts easily with CRM integration that's always up to date.



## CALL AND FILE SHARING

Provide continuity throughout your sales cycles — leverage your critical assets right within the Align workspace, providing easy access for your buyer. Share all relevant documents and Copilot calls in one place. Track buyer engagement with these assets as a key deal health indicator.



With over \$1T of revenue under management, it's time to transform your business with Clari.

[Contact our sales team today.](#)