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## **Fiserv Debuts Interactive Mobile Sales Solution to Help Financial Institutions Accelerate Revenue**

- Sales solution helps financial institutions change their sales process to become more effective and efficient at selling their products
- Combines electronic marketing collateral, video, pricing calculators and even contracts into a single app, allowing a customer to enroll, sign and begin onboarding immediately
- Solution currently available for the Apple iPad, with additional tablet platform support to be announced

BROOKFIELD, Wis.--(BUSINESS WIRE)-- BAI Retail Delivery Conference, Booth #1019 – [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, launched today Sales Enablement, a fully customized, interactive mobile sales solution that enables financial institutions to become more effective and efficient at selling their products thereby accelerating revenue, reducing costs and streamlining hand-offs to operations.

Using Sales Enablement from Fiserv, a financial institution's account executives can walk into a prospect's office to introduce their institution and its products and services, carrying only a tablet. With assistance or self-navigation, the solution shows available options and then the customer can enroll and sign the required forms. Sales Enablement is currently available for the Apple iPad, with support for additional mobile platforms to be announced.

"As the selling environment has become more competitive and the landscape of the financial industry more regulated, financial institutions are being forced to redesign their selling processes to stay on the cutting edge of competition," said Brian Jorgenson, vice president and general manager, Financial & Risk Management Solutions, Fiserv. "Financial institutions must realign their selling processes to reflect the uniqueness of their organizations and the sophistication of their products and services. Sales Enablement from Fiserv helps them present these complex solutions in a visually interesting and easy-to-understand way that sets them apart from their competition."

Sales Enablement from Fiserv is an interactive, fully customizable brand and message-focused tool designed to elicit a more personal, dynamic sales conversation. It eliminates paper and disparate tools by combining email, documents, collateral, video, ROI and pricing calculators into a single solution that is connected to the financial institution's existing sales management, onboarding and core systems. Sales Enablement can help accelerate sales process timelines with on-screen contract signing capabilities and a seamless hand-off to operations to start the onboarding process, due to its integration with the Fiserv enrollment

solution. The solution brings consistency to sales presentations and helps strengthen compliance by providing automatic content updates. It also supports multiple product types within the financial institution including treasury management, wealth, insurance, commercial and small business.

Fiserv will be demonstrating Sales Enablement in Booth #1019 at the BAI Retail Delivery conference, November 5 – 7 at the Colorado Convention Center in Denver, Colo.

### **About Fiserv**

Fiserv, Inc. (NASDAQ: FISV) is a leading global technology provider serving the financial services industry, driving innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For more information, visit [www.fiserv.com](http://www.fiserv.com).

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