

# Press & Media

Transforming field sales to *achieve more.*

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SPOTIO  
5057 Keller Springs Rd., Ste 325  
Addison, TX, 75001

## SPOTIO Story

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After running multiple field sales teams our CEO, Trey Gibson, founded SPOTIO in 2014 to help his sales reps be more successful and provide managers with the visibility into the field they've been missing. Since then, SPOTIO has evolved to become the leading sales engagement platform for field sales teams.

SPOTIO is a cutting-edge sales technology that revolutionizes the way field sales operations are conducted. Our innovative platform streamlines the sales process and enables sales teams to be more effective and efficient than ever before. With features like mapping and location-based lead generation, SPOTIO provides unparalleled visibility into sales territories, allowing sales representatives to easily conduct targeted outreach. By leveraging technology that has never been used before in the field sales industry, SPOTIO drives impactful transformation that leads to better customer engagement, higher conversion rates, and improved overall sales performance. With SPOTIO, we are proud to be leading the charge in bringing the field sales industry into the future.



## Trey Gibson

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Trey Gibson is the CEO and founder of SPOTIO, a sales tracking and management platform. SPOTIO empowers sales teams to drive more revenue with tools that simplify their jobs and promote efficiency.

Through his leadership and vision, Trey Gibson has built SPOTIO into a platform that helps sales teams manage their leads and territories, improve their sales process, and increase revenue. He has a background in sales and entrepreneurship and has used his experience to create a platform that meets the needs of sales teams in various industries. Gibson has also been recognized for his leadership and innovation, including being named one of the "50 Most Influential People in Sales Lead Management" by the Sales Lead Management Association.



# Brand Values

## Value Propositions

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**SPOTIO helps field sales teams increase sales. That is the value of our product.**

This fact is confirmed by over 300 researched cases. From that research, these three critical areas of field sales were identified as the most important solutions SPOTIO provides to our customers trying to increase their revenue potential.



# Core Values



## **Solve for the Customer**

Know their goals, business and how we help customers achieve a 10x ROI



## **Relationships Matter**

Collaborate with team members, customers and partners to accelerate success



## **Play to Win**

We lead the way to victory through ownership, urgency and a competitive mindset



## **We Know Where We Stand**

Open, honest and timely feedback with clear visibility to the metrics that matter



## **Make It Great**

Be the best version of yourself for your family, team, customer and company

## Customer Quotes

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"SPOTIO has been a game-changer for our sales team. Before using SPOTIO, we were using multiple tools to manage our leads, territories, and sales data. With SPOTIO, everything is in one place, which has saved us time and increased our efficiency. The platform is easy to use and has all the features we need to manage our sales process, from lead capture to reporting. SPOTIO has helped us streamline our sales operations and grow our business."

— Sarah, Sales Manager

"SPOTIO is fantastic because it keeps everything I need in one place. I can reliably use the service for my calendar (business and even personal), as well as necessary client info. The ability to sort by specific criteria is a game changer!"

— Jeremiah L., Sales Manager

"I love the quickness and smoothness this app provides. We have used several over the years and this one is by far the smoothest zoom in and zoom out which is important when on the doors."

— Shawn S, Sales Representative

## Approved Logos

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Horizontal



Vertical



## Exclusion Zone

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The minimum exclusion zone for the logo is based on the width of the logo mark.

No other element may encroach on this space.

# Color Palette

## Colors

### Primary

R243  
G196  
B33

#F3C421

PANTONE 123 C

C0 M19 Y86 K5

R77  
G78  
B83

#4D4E53

PANTONE 7540 C

C7 M6 Y0 K67

R151  
G161  
B165

#97A1A5

PANTONE 422 C

C8 M2 Y0 K35

### Secondary

R72  
G80  
B162

#4850A2

PANTONE 7670 C

C56 M51 Y0 K36

SPOTIO gold is our banner color. It represents the value of our solution in field sales engagement. It should not be associated with customer pain points.



## Fonts

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When using SPOTIO in a sentence it should be in all caps (SPOTIO). When in doubt, bias towards “SPOTIO” for consistency.

### Literata

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Light Medium **Bold**

### Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Light Regular **Bold**