

SaaScend Gains Visibility into Buyer Engagement Industry:
Business Consulting & Services Company Size: <50 Use case:
Digital Sales Room, Sales Content Management Christina
Anderson Head of Content, SaaScend As a single source of
truth for our sales content Digital Sales Rooms makes it
easy for us to curate, manage, and distribute content to
our sellers. Our sales and marketing teams were more
aligned on the messaging, content, and narrative. We're
now providing our prospects a much better, personalized
experience. Challenges : The sales and marketing teams
spent 2-5 hours a week spent on managing, distributing,
and answering questions about content. The team lacked
visibility into prospects' engagement and interest during
the sales process, as well as into content effectiveness,
influence on sales deals, and sales team usage. Sellers
were unable to find content quickly and it was saved in
multiple locations. Solution : Mindtickle Content
Management – A single source of content so sales can
quickly discover and share sales content with
prospects. Digital Sales Rooms – Provide a quick and easy
way to build and share on-brand collateral with
prospects. Seller and buyer insights – Quickly evaluate
content effectiveness, sales performance, and buyer
engagement. Impact Reduced sales administrative work by
30-40% with a repeatable process for prospect follow-up
■ Saved up to 20 hours a month in curating, managing, and
distributing sales content for sales and marketing ■ Gained
visibility into seller and buyer engagement with sales
content Quickly implemented platform and trained users in
two weeks ■