

Talview Increases Sales Efficiency with Mindtickle  
Industry: Software Development Company Size: 200+ Use case: Digital Sales Room, Sales Content Management Amy Wood Director of Marketing, Talview “What it all comes down to is that Mindtickle has really been a partner to us. Along with all the enhancements they’ve made based on our feedback, using them as our single source of content has been a success with our sales teams. We’re now extending the digital sales room to be a customer relationship tool with our Customer Success team.”  
Challenges: Searched multiple places for sales content on personal computers, Google Drive, Google Sheets, Jira, and Wiki board Lacked tracking data and analytics into content effectiveness and usage Manually requested customer references and testimonials Solution: Mindtickle Sales Content Management to curate, manage, and track sales content and assets Reference Management to Request, review, and approve customer testimonials and references  
Mindtickle’s Digital Sales Rooms for sharing content with customers via a personalized online web page Insights into seller and buyer behaviors Integration with CRM systems (HubSpot and Salesforce) Impact: Centralized all sales assets – documents, training materials, videos, and more – into a single content library Onboarded over 40 sales, marketing, and customer success users Curated, tracked, and managed 200+ sales collateral assets, training, and videos Tripled the company’s customer references in six months  
Inefficient content management for sales and marketing Based in San Mateo, CA, Talview offers an end-to-end AI- powered hiring and proctoring solution. With a mission to ensure every person can achieve their best career, the company provides organizations with digital tools to make more efficient, informed decisions throughout the lifecycle of their talent, from recruiting to credentialing. Yet, the company’s sales team was unable to find and share content with their customers. They needed an easier way to curate and manage marketing collateral for a sales team located in the United States, United Kingdom, and India. At the time, sales collateral was saved on personal computers or in different folders on Google Drive. There was also a Google Sheet, Jira board, and wiki set up to share links to the sales collateral. Sales spent valuable time searching for content, requesting content from marketing, or using outdated collateral. According to Amy Wood, Director of Marketing at Talview, “We were seeking a straightforward tool that could be used by our sales teams across several time