

Propeller Speeds Sales Cycle with Digital Sales Rooms

Industry: Software Development Company Size: 200+ Use

case: Digital Sales Room, Sales Content Management Drew

Hultgren Senior Manager of Revenue Operations, Propeller

“The team sees Mindtickle as a huge component of their

deal process. It looks sharp and allows them to gain a

good understanding of what their prospect is thinking and

engaging with throughout the entire sales cycle.

Mindtickle is the one-stop-content-shop for our entire

organization.” Challenges: Difficulty sharing content with

customers who spent most of their time out of the

officeLacked visibility into when customers read and

engaged with contentDecentralized content living in the

CRM, Google Sheets, Google Drive, and website Solution:

Mindtickle Digital Sales Rooms: Personalized digital

experience with all content available in one, single

shareable linkMindtickle’s Sales Content Management: Sales

content curated, managed, and shared in a single

locationOut-of-the-box CRM integration Impact: Reduced

sales cycle Increased conversion rate at the top of

funnelIncreased responsiveness between sales and

prospectsEasier content management, access, and sharing

Unable to share content with customers on the go Founded

in Sydney, Australia, Propeller is a global SaaS company

that operates in the civil construction, earthworks, and

mining space. Propeller helps customers track material

quantities on job sites and has created a surveying

solution that allows its customers to understand how a

worksite is progressing as they’re working it in real-

time.Drew Hultgren, Senior Manager of Revenue Operations

at Propeller, explained, “Many of our customers are

extremely busy. They’re out in the field at job sites

moving the dirt themselves and are unable to attend

meetings or read documents and e-mail attachments. Asking

customers to read about our solutions and products on our

timeline wasn’t going to work.”Propeller needed a solution

that could easily bring all the relevant content together

and enable their customers to review wherever and whenever

they were. Propeller turned to Mindtickle. “The team sees

Mindtickle as a huge component of their deal process. It

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Speeding up deal cycles with a single link Since

Mindtickle provides buyer-centric enablement solutions,