

ARHT Speeds Time to Close with Digital Sales Room
Industry: Information Technology Company Size: <50 Use case: Digital Sales Room Andrew Dorcas Senior Vice President, Sales & Strategy, ARHT At the end of the day, Mindtickle was ultimately the best choice based on the features, based on the pricing, and ultimately the customer service that we were given throughout the sales process Challenges: Inability to effectively showcase innovative hologram technology through traditional email attachments Lack of visibility into how prospects engaged with existing content Difficulty in guiding the buyer's experience in a professional manner Time-consuming process for the sales team to find and share relevant content Solution: Implementation of Mindtickle Digital Sales Rooms Creation of personalized digital experiences accessible through a single shareable link Enhanced visibility into content effectiveness Out-of-the-box CRM integration for seamless workflow Streamlined content management and sales productivity optimization Impact: Reduced time to close deals Measured content effectiveness throughout the sales process Valuable insights into buyer engagement and preferences Data-driven decision-making for content development and channel strategy Enhanced collaboration between sellers and buyers through a tailored online buying experience Considerable improvement in time-to-close metrics from initial contact to signed contracts Challenges: Unable to effectively showcase the company's innovative technology by attaching content to emails Lacked visibility into how prospects engaged with content Inability to guide the buyer's experience in a professional way Solution: Mindtickle Digital Sales Rooms Create a personalized digital experience to access content from one single shareable link Gain visibility into content effectiveness Out-of-the-box CRM integration Impact: Reduced time to close Measure content effectiveness during the sales process Better showcasing innovative technology Based in Toronto, Canada, ARHT is a pioneering global leader in live hologram technology. The company delivers memorable live interactions by capturing, transmitting, and beaming holograms of presenters as lifelike holograms to one or multiple places in real-time. While the company had great examples of its innovative technology in video and images saved on Google Drive, the ARHT sales team was spending hours looking for the right content to share with prospects. Andrew Dorcas, Senior Vice President of sales and strategy, at ARHT, explained, "We were innovative, but we weren't getting the