

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 office
Lacked visibility into when customers read and engaged with content
Decentralized 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 link
Mindtickle’s Sales Content Management: Sales content curated, managed, and shared in a single location
Out-of-the-box CRM integration

Impact:

Reduced sales cycle
Increased conversion rate at the top of funnel
Increased responsiveness between sales and prospects
Easier 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.

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