SaaScend Gains Visibility into Buyer Engagement

Industry: Business Consulting & Services

Company Size: <50

Use case: Digital Sales Room, Sales Content Management

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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■