

Talview Increases Sales Efficiency with Mindtickle

Industry: Software Development

Company Size: 200+

Use case: Digital Sales Room, Sales Content Management

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“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