ARHT Speeds Time to Close with Digital Sales Room

Industry: Information Technology
Company Size: <50
Use case: Digital Sales Room

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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 attachmentsLack of visibility into how prospects engaged with existing contentDifficulty in guiding the buyer's experience in a professional mannerTime-consuming process for the sales team to find and share relevant content

Solution:
Implementation of Mindtickle Digital Sales RoomsCreation of personalized digital experiences accessible through a single shareable linkEnhanced visibility into content effectivenessOut-of-the-box CRM integration for seamless workflowStreamlined content management and sales productivity optimization

Impact:
Reduced time to close dealsMeasured content effectiveness throughout the sales processValuable insights into buyer engagement and preferencesData-driven decision-making for content development and channel strategyEnhanced collaboration between sellers and buyers through a tailored online buying experienceConsiderable 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 emailsLacked visibility into how prospects engaged with contentInability to guide the buyer's experience in a professional way

Solution:
Mindtickle Digital Sales RoomsCreate a personalized digital experience to access content from one single shareable linkGain visibility into content effectivenessOut-of-the-box CRM integration

Impact:
Reduced time to closeMeasure content effectiveness during the sales process
Better showcasing innovative technology