



Customer story

SaaScend Gains Visibility into Buyer Engagement

SAASCEND

Headquarters

Concord, CA

Founded

2015

Company Size

11-50
employees

Industry

Business Consulting
& Services

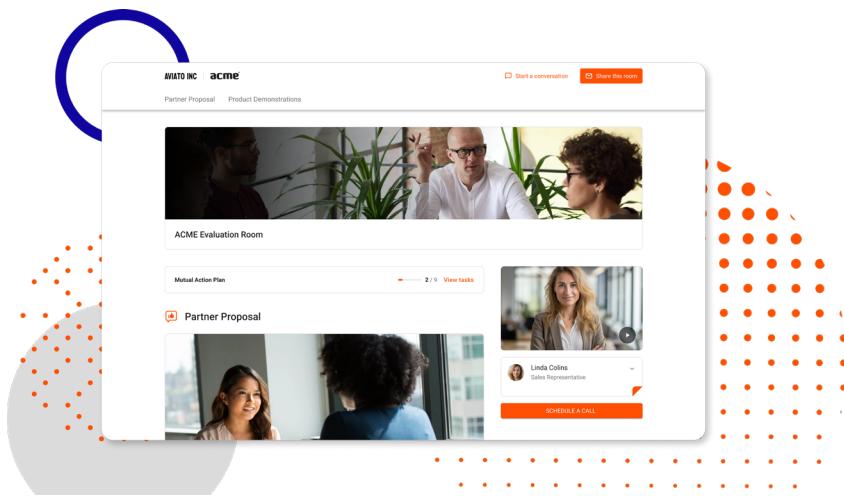


Challenges

- 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.

Solutions

- **Content management** - A single source of content so sales can quickly discover and share sales content with prospects
- **Digital Sales Room** - 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



Gained visibility into seller and buyer engagement with sales content



Saved up to **20 hours** a month in curating, managing, and distributing sales content for sales and marketing



Quickly implemented platform and trained users in two weeks

Inefficient processes for managing, sharing and tracking sales content

SaaScend is a revenue operations consultancy on a mission to guide organizations to push the envelope of revenue success using Rev Ops domain expertise and cutting-edge technologies to optimize an organization's processes. With over 300 customers, the company is quickly expanding to serve existing and new customers.

Sellers' ability to succinctly articulate the company's value proposition and how SaaScend helps an organization's revenue operations is key. Yet, there was a lot of administrative work for sales.

Phil Rader, Sr. Account Executive, SaaScend detailed the process as, "Cutting and pasting blurbs into emails, adding the right content tailored to the prospects' profile (e.g., persona, industry, and role), and then waiting to hear back."

Christina Anderson, Head of Content, estimated that the sales and marketing teams spent too much time finding, managing, and sharing content. This equated to an average of 2-5 hours a week alone because sales content was saved on Asana or Google Drive and marketing was spending time responding to sales' Slack questions about content.

SaaScend was looking for a better way to manage its sales content and gain visibility into how sellers and prospective clients interacted with it. They partnered with Mindtickle to provide the right mix of seller and buyer enablement tools to make the process more efficient, transparent, and personal.

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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.



Christina Anderson

Head of Content, SaaScend

Gaining visibility into buyer engagement

With Mindtickle's intuitive Digital Sales Rooms, SaaScend quickly implemented, set up, and trained users in two weeks, including:

Sales content management: All sales content was centralized into a single content library, with content filters created based on persona, industry, company firmographics, and more. This ensured that sales could more easily find and share the right content tailored to prospects' needs.

Digital Sales Rooms: Digital Sales Room templates mapped to the buying stage and cloning existing rooms standardized the sales process for SaaScend. With buyers enabled to educate themselves on SaaScend services without waiting on responses via email and Slack, reps were empowered to focus on fostering relationships.

Seller and buyer insights: Using Mindtickle, the sales team promptly receives notifications whenever prospects view, engage with, or share a room, significantly enhancing their insight into a prospect's engagement and journey.

Marketing gained insights into how sales content was used and influenced the sales cycle, leading to better data-driven decisions on sales content development and strategy.

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When I send my prospects a deal room powered by Mindtickle,

I instantly know when they opened and engaged with the deal room. I get detailed insights that show me their engagement and journey.



Phil Rader

Sr. Account Executive,
SaaScend

Aligning sales and marketing to deliver personalized buyer experiences

With Mindtickle, SaaScend established a single source of truth for sales content, saving sales and marketing upward of 20 hours a month in curating, managing, and distributing content. Anderson said, "Our sales and marketing teams are more aligned on the messaging, content, and narrative. We're now providing our prospects a much better, personalized experience."

Buyer insights provide objective data into content performance and influence on the sales cycle while enabling sales to nurture prospects through their buyer journey.

"When I send my prospects a deal room from Mindtickle, I instantly know when they opened and engaged with the deal room," Rader explained. "I get detailed insights that show me their engagement and journey."

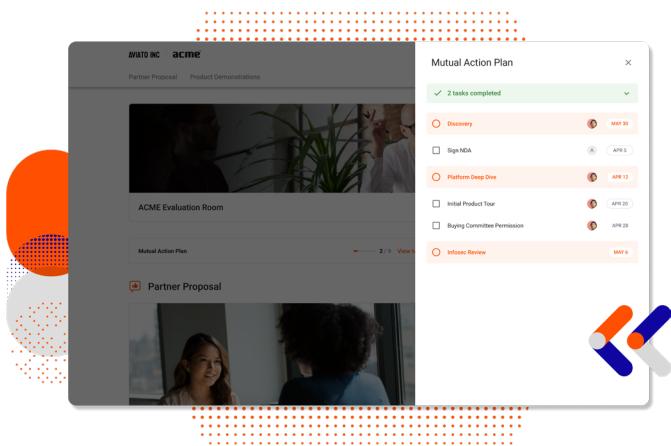
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Learn more about Mindtickle

