

mindtickle™

Customer story

ARHT Speeds Time to Close with Digital Sales Room



Headquarters

Toronto, Ontario

Founded

2014

Company Size

11-50
employees

Industry

Technology, Information
and Media



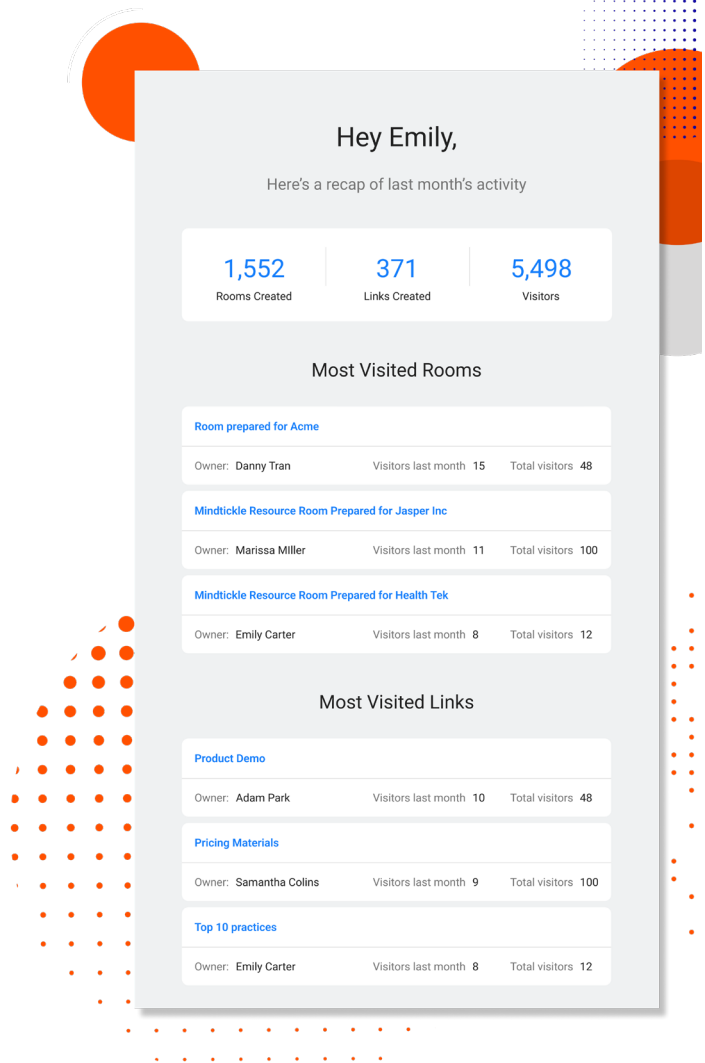
Challenges

- Unable to effectively showcase the company's innovative technology by attaching content to emails
- Lacked visibility into how prospects engaged with content
- Inability to guide the buyer's experience in a professional way

Solutions

Mindtickle Digital Sales Rooms

- Create a personalized digital experience to access content from one, single shareable link
- gain visibility into content effectiveness
- Gut-of-the-box CRM integration



Impact



Reduce time to close



Measure content effectiveness during the sales process

Better Showcase Innovative Technology

Based in Toronto, Canada, ARHT is a pioneering global leader in live hologram technology. The company delivers memorable live interactions by capturing, transmitting and beaming holograms of presenters as lifelike holograms to one or multiple places in real-time.

While the company had great examples of the company's innovative technology in video and images saved on Google Drive, the ARHT sales team was spending hours looking for the right content to share with prospects. Andrew Dorcas, Senior Vice President, Sales & Strategy, ARHT, explained, "We were innovative, but we weren't getting the message out to the various industries that we wanted to in a way that was really compelling. We had great examples of our technology in the form of videos, images, but adding them to various emails, or flipping as an attachment sometimes wasn't getting that effectiveness across."

As it scaled, ARHT looked for a solution that could help the company tell compelling stories presented professionally. This included the ability to manage their content, optimize sales productivity, and gain insights into sales and content analytics. After an exhaustive review process, ARHT selected Mindtickle Digital Sales Rooms to bring their story to life.



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.



Andrew Dorcas

Senior Vice President, Sales & Strategy, ARHT

With Mindtickle Digital Sales Room software, sales reps could easily find the right asset, curate the content in digital sales rooms, and share with prospects and partners via a single link. This provided a single, online place for both sellers and buyers to collaborate.

Before joining ARHT as EMEA sales director, Lyle Hastie was an ARHT partner. When he first received a digital sales room, Hastie was impressed as “it was very tailored to the discussion that I’ve had with the salesperson. The virtual room painted a picture of how ARHT’s products and services worked, enabling me to view content relevant to me.”

Create Room

Clone Room

Acme Inc. for Aviato Partners

Use this templates only for Aviato Partners

Oct 12, 2022 21 Uses

Mutual Action Plan

2 tasks completed

- Discovery MAY 30
- Sign NDA APR 5
- Platform Deep Dive APR 12
- Initial Product Tour APR 20
- Buying Committee Permission APR 28
- Infosec Review MAY 6

Bar chart icon

Digital Sales Rooms Speed Time to Close

By using digital sales rooms, ARHT gained valuable content and buyer engagement insights to augment its storytelling. The company could analyze data based on vertical, region, or product type to better make decisions on what content to develop, on which channels, and more. Buyer analytics on what content was viewed, for how long, and by whom enabled ARHT to optimize its sales motion.

Dorcas explained, “Beyond a shadow of a doubt, our time to close, using this specific sales enablement platform, is showing incredible results. We are seeing more and more improvement, and ultimately time to close from initial contact to getting signed contracts.”

For ARHT, Mindtickle was the right choice, providing the company with the features, customer service, and product innovation that could meet the company’s needs today and tomorrow.



We’ve closed considerable deals on this and we are measuring the revenue that has come from deals that have been created using the platform.

Drew Hultgren

Senior Manager of Revenue Operations, Propeller

[Learn more about Mindtickle](#)

