

Momentum helps Twingate Leverage Their Entire Team in the Sales Process



Twingate is a platform that makes it easy to embrace a “work from anywhere” strategy by replacing corporate VPNs with a more secure, usable, and performant zero trust access solution. When they bring on a new customer, they’re bringing on the entire company.

High stakes deals like these with large enterprises have a lot of moving parts, which is why Twingate uses Momentum to operationalize their sales process. Here’s what they had to say:

When Streamlined Communication Becomes Essential

Twingate’s founder, Tony Hui, saw the importance of being hyper focused and aligned internally on what their customers were saying. With rapid growth across their customer base, their need for streamlined communication across every business unit became increasingly obvious.

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“Confidently keeping track of the different parts of the sales process and the different people involved is really hard but Momentum has helped me do that,” says Peter Ahn, Head of Enterprise at Twingate.

Ensuring Alignment For Deals Across The Organization

Using Momentum as a deal acceleration tool, Twingate is able to ensure every participant in the deal cycle is aligned from start to finish right from Slack, all while keeping Salesforce up to date. “What’s great about Momentum is that it doesn’t require me to learn a new tool,” says Tony Huie, Founder and CEO of Twingate. “it actually just works with the tools I’m already used to.”

With Momentum’s Smart Deal Rooms, Twingate’s sales team has been able to confidently keep internal stakeholders on track, from legal all the way to engineering, ensuring the right next steps are being taken, especially in high stake opportunities. “I have to make sure people are ready to go when we have meetings and that they know what the call is going to be about,” says Agatha Stopnick, Account Executive at Twingate. “That’s where Momentum comes in.”

Thanks to Momentum, Twingate has been able to provide an experience that builds confidence and trust within their own customer relationships.