

Sales Enablement Software Category



Sales Enablement Software Category

Sales enablement software offers a storehouse for sales playbooks and marketing collateral to supply sales reps with content that is opportune, useful, and productive during all stages of the selling cycle. With this solution, sales reps can find the right content, deliver it to leads, and monitor lead engagement with that content piece.

Sales enablement software helps to align sales missions and marketing initiatives. It presents relevant content to assist sales reps to be prepared during presentations and calls. The program should be leveraged in combination with CRM tools. It is included in the sales acceleration ecosystem along with other applications like outbound call tracking, email tracking, and sales performance management.



Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:

CONTENT SCORE

- Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- Customer reference rating score
- Year-over-year change in amount of customer references on FeaturedCustomers platform
- Total # of profile views on FeaturedCustomers platform
- Total # of customer reference views on FeaturedCustomers platform

MARKET PRESENCE SCORE

- Social media followers including LinkedIn, Twitter, & Facebook
- Vendor momentum based on web traffic and search trends
- Organic SEO key term rankings
- Company presence including # of press mentions

COMPANY SCORE

- Total # of employees (based on social media and public resources)
- Year-over-year change in # of employees over past 12 months
- Glassdoor ranking
- Venture capital raised

Award Levels



MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.



2020 Customer Success Awards

Check out this list of the highest rated Sales Enablement Software based on the FeaturedCustomers Customer Success Report.



MARKET LEADERS

CLEARSLIDE



HIGHSPOT

Outreach

SALESHOOD

SalesLoft



Showpad

XANT



TOP PERFORMERS

Bigtincan™

BRAINSHARK

CONNECT
LEADER

groove



mediafly
Evolved Selling™

MindTickle!

Reply



RISING STARS

accent

MEMBRAIN

modus

Salesvue

showcase
workshop

* Companies listed in alphabetical order





ABOUT CLEARSLIDE

CLEARSLIDE

ClearSlide is the Sales Engagement Platform leader. They make it easy for sales and marketing teams to find the best content, effectively communicate it whether in-person, on the phone or through email, and get insights into exactly how customers engage. At the end of the day, they help sales and marketing teams make every interaction count and create truly amazing customer experiences. ClearSlide customers achieve higher seller productivity, increased sales management effectiveness, and stronger content ROI. Founded in 2009 and headquartered in San Francisco, ClearSlide serves over 2,000 companies with nearly 1 billion minutes of engagement from customers like Autodesk, Comcast, Expedia, Medtronic, Novartis, The Economist, Paychex, Thomson Reuters, Verizon, and more.

92

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“ClearSlide email pitches help us to efficiently communicate with our customers in a controlled way. ClearSlide's analytics then enable us to optimize our presentations to hold our prospects' interest and maximize revenues.”



GLORIA HAUTER
THE WALL STREET JOURNAL

“The most important aspect of ClearSlide for us, is the ability to get feedback on what's most important for our customers. It's vital for our sales process to be able to approach the coverage topics that most interest our customers and not waste time talking about services or plans they have no interest in, and ClearSlide allows us to do that.”



JAMES HORTON
DIRECTOR OF MARKETING, CENTURION INSURANCE AGENCY

“ClearSlide has been instrumental in helping us focus our resources. Being able to see that prospects are actually looking at the information they said they are interested in has really helped us speed up the sales cycle.”



TREVOR DERRETT
ACCOUNT MANAGER, SACRAMENTO KINGS

“ClearSlide delivers on a simple promise: that it's easy to use. I can't overstate the importance of that. I also haven't seen another tool out there like ClearSlide that enables you to measure people's interaction with your proposals.”



ERIN MCDANIEL
SENIOR VICE PRESIDENT OF SALES FOR NORTH AMERICA, WGSN

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ABOUT GONG



Gong is the #1 conversation intelligence platform for sales. It gives you unfiltered visibility into your customer conversations. Gong captures and analyzes every customer conversation across every channel. You can win more deals, skyrocket rep success, and change the way you go-to-market.

137

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Thanks to Gong, I have been able to consistently shorten sales cycles. Since my prospects can now review our solution's functionality using Gong's simple user interface on their own time, I can focus on other critical parts of the sales process.”



MICHAEL QUINLAN
ACCOUNT EXECUTIVE, SISENSE

“As a sales leader, you can't make every sales call or meeting. Gong allows us to listen to our call recordings on-demand for coaching, as well as gather critical intelligence across the company.”



MIKE LAMBERT
CHIEF REVENUE OFFICE, OUTSYSTEMS

“I've been able to change the trajectory of deals to a win just by using Gong to listen in on calls. I do this at my convenience, even during my daily commute to work.”



MARC MEDRANO
VICE PRESIDENT, GLOBAL ENTERPRISE SALES, SPARKCENTRAL

“Gong helps us with messaging, positioning, and objection-handling. It creates an immediate feedback loop for our 1-on-1's and helps sales reps get up to speed.”



JON PARISI
SENIOR DIRECTOR, ENTERPRISE SALES, GUIDESPARK

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ABOUT HIGHSPOT



Highspot is the industry's most advanced sales enablement platform. Using Highspot, sales teams are connected to the most relevant content for each situation, have flexible ways to present content to customers, and gain real-time visibility into whether customers find the content engaging. Advanced analytics lets marketing and sales understand how content is performing across the sales cycle and provides actionable insights so pitches and content can be optimized. By closing the loop across marketing, sales, and customers, Highspot uniquely delivers visibility and insights that help companies engage more effectively with customers, driving increased revenue and customer satisfaction.

69

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Highspot delivers the content management flexibility and control Sisense needs. The platform has transformed how we activate content throughout the sales cycle while keeping our teams up-to-date and focused on sales and marketing activities that achieve results.”



RHIANNON STAPLES
SALES ENABLEMENT LEAD, SISENSE

“Highspot brought an easy-to-use, in-the-moment functionality that we didn't have before and it came in a much nicer-looking format. It's simple and streamlined, with robust search that drives the right behavior. In addition, the reporting helps us see the usage data we care so much about.”



CARRIE BERG
SENIOR DIRECTOR, COMMERCIAL OPERATIONS, IRHYTHM TECHNOLOGIES

“It became clear to us that we really needed to improve the way we were supporting our sales reps and sales leaders. When we looked at Highspot, we were blown away by the intuitive way reps could discover content using Spots instead of folders. Highspot's powerful and accurate search was another major selling point, because we knew from past experiences that if search doesn't work, reps won't use it.”



SEAN GOLDIE
DIRECTOR OF SALES ENABLEMENT, APPTIO

“We originally adopted Highspot for its strong sales content management and analytics capabilities. But now that we are fully deployed, the sales team is also heavily using its pitching capabilities. Sales reps love the ease of use and the real-time alerts they get on how prospects are engaging with their pitches. Sales leaders love that they have the analytics to identify best practices across the team.”



MELODY BROWN
SENIOR VICE PRESIDENT OF SALES, PAYSCALE

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Booking.com



STARBUCKS

twitter

tripadvisor®

Hootsuite®



71

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT OUTREACH



Outreach is the industry's most effective sales communication platform that empowers sales development reps, account executives, and success managers with the workflows to be more effective and efficient. The platform manages all customer interactions across email, voice and social, and leverages machine learning to guide reps to take the right actions.

Featured Testimonials

“Outreach allowed our Customer Success team to save a tremendous amount of time and increase the quality of our communication as well — and we wouldn't have had a way to do it without the automated process we created through the platform.”



ED SELLITO
DIRECTOR CUSTOMER SUCCESS OPERATIONS, NEWSELA

“With the amount of data available in the platform, I can get comparative charts to see which reps don't have enough people in Sequence or aren't putting enough new prospects in a Sequence. I can get to the root cause about why a rep might have a high bounce rate and see if it's a quality issue.”



JAY THEOBALD
HEAD OF THE AMERICAS OF SALES DEVELOPMENT, SIGNAL AI

“The visibility into rep actions and results we get through Outreach has transformed the entire way I manage. I see what works and coach my team to double down on the strategies that deliver the best results.”



CONNOR OLSEN
SALES MANAGER, CONVOY

“Sequences help us stand out and connect with our prospects and customers in a meaningful way. With sequences, our reps always use the touches, timing and messaging that deliver the best results.”



MANNY ORTEGA
DIRECTOR OF SALES OPERATIONS, REDIS LABS

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ABOUT SALESHOOD

SALESHOOD

SalesHood is the prescriptive, just in time, sales learning platform to elevate sales results. They use mobile, video, crowdsourcing and content creation to increase team productivity and revenue. SalesHood is a rapidly growing SaaS startup that's taking the \$31 billion Sales Productivity market with a unique and truly disruptive solution. Founded by seasoned executives from Salesforce.com and Adobe, the SalesHood platform tightly aligns sales and marketing and helps sales teams ramp faster, achieve greater velocity and quickly reach high levels of consistency.

59

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“When I need industry insights, historical learnings or best practices, SalesHood is my go-to resource to prepare and enable our employees for success.”



QUYEN CHANG
SENIOR DIRECTOR, GLOBAL FIELD ENABLEMENT, FINANCIALFORCE

“When I need industry insights, historical learnings or best practices, the SalesHood Ecosystem is my go-to resource. I know I can always rely on this vast network of industry experts and content to prepare and enable our employees for success.”



QUYEN CHANG
HEAD OF GLOBAL SALES ENABLEMENT, AIRBNB

“SalesHood presents a great framework to help transform companies to the new SaaS model and achieve hyper growth.”



FRANK VAN VEENENDAAL
VICE CHAIRMAN, SALESFORCE

“SalesHood's Expert Certification is a must for leaders looking to enable their teams. The learning path provides best practices, as well as how to effectively get the best training into the hands of sellers in the field. I've recommended it to every manager on my team.”



PAUL DEAN
SALES ENABLEMENT PROGRAM MANAGER, AUTODESK

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DocuSign®



NETSUITE

sage Intacct





ABOUT SALESLOFT



SalesLoft is the #1 sales engagement platform, helping sales organizations deliver a better sales experience for their customers. More than 2,000 customers use the company's category-leading sales engagement platform to engage in more relevant, authentic and sincere ways, including Facebook, MuleSoft, Square, WeWork and Zoom.

94

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“One of the big things about SalesLoft was the ability for managers to monitor account prospecting activities and be able to provide guidance, notes and advice.”



SCOTT SCHACHTER
ADVOCATE MARKETING SPECIALIST, INFLUITIVE

“SalesLoft's automation features helped our teams prioritize work and execute efficiently. It has been easier for reps to target and personalize communications. We constantly A/B test new messaging and cadences. Our focus is on doing more of what works, and less of what doesn't.”



SCOTT GELBER
DEMAND GENERATION & MARKETING OPERATIONS MANAGER, HONEST BUILDINGS

“Using SalesLoft's platform, we can not only craft cadences, creating highly personalized outreach, tailored to individual stakeholders in individual accounts. We can also call and connect with prospects in a single UI – SalesLoft.”



STEVEN BROUDY
SENIOR MANAGER OF ACCOUNT DEVELOPMENT, MULESOFT

“We love that SalesLoft gives us the opportunity to provide call coaching. We leverage this functionality on an ongoing basis. Reps are a lot more confident going into calls after receiving coaching and it's improving our conversion metrics.”



STEVE DODSWORTH
DIRECTOR OF LEAD DEVELOPMENT, ALTERYX

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ABOUT SEISMIC



Seismic is the recognized leader in sales and marketing enablement, equipping global sales teams with the knowledge, messaging, and automatically personalized content proven to be the most effective for any buyer interaction. Powerful content intelligence and analytics enable marketers to prove and improve their impact on the bottom line, revealing what is really driving revenue and what needs to be adjusted. The result for global enterprises like IBM, American Express, PayPal, and Quest Diagnostics is better win rates, larger deals, and higher customer retention. Seismic is headquartered in San Diego with additional offices in North America, Europe, and Australia. Register today for Shift, Seismic's annual conference at <https://seismicshift.com/>.

49

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“It's really important for sales to be able to access information wherever they are. Seismic gives our salesforce the information they need so they can spend more time focusing on our customers.”



LESLEYE LINDLER
MARKETING MANAGER, NCR

“We needed a world-class enablement platform to create one unified system for both partners and direct sellers. Seismic checked all our boxes: market leader, robust integration capabilities, and the features and tools we required to succeed.”



BRYAN MURPHY
SALES ENABLEMENT LEAD, RACKSPACE

“With Seismic we've seen this breakdown of silos, increased communication between sales, marketing, and sales enablement. Through that we're able to increase pipeline, increase our win rate, and close our deals faster.”



ALAN YARBOROUGH
SENIOR BRAND ENABLEMENT MANAGER, BLACKBAUD

“With Seismic, Sales always has access to the most up to date and current content - no matter where they are. Marketing is able to update and make sure Sales and Consulting are brand compliant. Our pitchbooks and case studies are automated through Seismic and the Sales team is able to see what SOW's and pitch pages are resonating with leads.”



CELESTE WHITE
PRODUCT MARKETING MANAGER, INSPIRAGE

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154

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT SHOWPAD



At Showpad, we believe that the buyer experience is the ultimate differentiator. And this is why we built the most complete and flexible sales enablement platform that revenue teams rely on to prepare sellers, engage buyers, and optimize performance with insights. With a single user experience, our solution makes it easy to discover and share the right content, deliver training and coaching, and maximize seller productivity. Our teams drive rapid deployment and adoption with best-in-class technology and practices based on the success of more than 1,200 customers in over 50 countries. GE Healthcare, Bridgestone, Honeywell, and Merck, among others, rely on Showpad's sales enablement platform in every step of the buyer journey. Founded in 2011, Showpad has experienced explosive growth in recent years and has raised a total of \$185 million in funding. Our team of more than 450 people work ...

Featured Testimonials

“Thanks to Showpad, our sales representatives always have up-to-date marketing documents. They are available offline anytime and anywhere and can be shared directly with the customer.”



GABRIEL WÜTH
MARKETING & COMMUNICATION, BÜHLER

“Showpad has been a great success for our team. Our sales team finds it easy and efficient for them and marketing is assured they are utilizing the most up-to-date content for their marketing or sales needs. The platform also helps them present in a very user-friendly and unique environment.”



TYSON OLCOTT
MARKETING STRATEGY MANAGER, MASTERCONTROL

“Showpad has given us an easy-to-use, but powerful centralized content platform for all of our marketing and sales material. Showpad has increased our efficiency, and allows our sales reps to access the right materials, wherever and whenever they need it.”



STRUAN KEIR
CUSTOMER SOLUTIONS CONSULTANT, APOTEX

“With Showpad, we are keeping our sales team informed on the latest solutions and insights towards identifying client needs and highlighting our value-all in one innovative user experience.”



RUSSELL WÜTH
VICE PRESIDENT OF SOLUTIONS MANAGEMENT, OPTIV

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ABOUT XANT



XANT delivers the industry-leading sales engagement AI platform powered by Real Data™. XANT provides solutions that accelerate revenue by enabling (sales) teams to build a better pipeline and close more deals. Their core differentiation stems from RealData. Modern AI apps such as WAZE, Netflix and Amazon use data through a collective that drives insights, scores and predictions across email, voice, LinkedIn, and SMS interactions.

10

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“It's not always the case that when you roll out a new solution or technology you have high levels of adoption, or have reps walk by your office and say ‘that new thing is great, it actually solved a problem.’”



MARK BRODAHL
VICE PRESIDENT OF NORTH AMERICAN SALES AND SALES OPS, GROUPON

“We've been able to take our ‘Uncarrier’ message to our business segment and have had tremendous success thanks to this partnership.”



JONATHAN BLOOD
VICE PRESIDENT, T-MOBILE

“We've been able to increase the productivity and effectiveness of our salespeople.”



MIKE DICKERSON
CHIEF EXECUTIVE OFFICER, CLICKDIMENSIONS

“I would highly recommend XANT to any customer looking to increase productivity and revenue results.”



JEFF OPLAND
SENIOR VICE PRESIDENT AND HEAD OF SALES, QUICKSTART

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ABOUT BIGTINCAN



Bigtincan transforms the way that field sales and service organizations access, interact with, present and collaborate on content, as well as how they engage with customers when using their mobile devices. Customer-facing teams empowered by Bigtincan better engage with their customers, selling more, faster, and drive higher customer satisfaction. Its market-leading mobile content enablement platform, Bigtincan Hub, puts content in context, delivering the right content to the right users based on role, time, location, association and/or event - with all the automation and productivity tools needed to engage with content in one integrated, intuitive platform.

32

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“With Bigtincan Hub, our field teams can easily and quickly find the materials they need, even when onsite with customers and from any device. We have visibility into who is accessing what content and which pieces are the most popular, allowing our marketing team to focus on what works.”



PHIL MONTGOMERY
CHIEF MARKETING OFFICER, PULSE SECURE

“Bigtincan Hub was by far the best fit for our needs. Not only does it allow our sales team to manage content in one easy-to-access location, it is also extremely easy and intuitive to use, accessible across platforms and languages, and customizable to our specific business needs.”



KIMO WORTHINGTON
VP OF NORTH AMERICAN SALES & SERVICE, NORTH SAILS

“With Bigtincan hub, we’ve found an easy, highly effective way to arm our field representatives with a single point of access to all of the tools they need to close deals. As a result, our sales process is much more fluid, our field reps are much more productive and we have much better visibility into how our marketing assets are being used. Bigtincan hub has improved our business processes across the board.”



YWAIN CHENEY
ART DIRECTOR, PAIGE DENIM

“Bigtincan hub allows us to do that through a single, compelling user interface, while providing us with a feedback loop on how our content is resonating in the field. Adoption of this solution was easy to justify because we saw the value immediately.”



CHRIS O'LEARY
DIRECTOR OF GLOBAL SALES, THERMO FISHER SCIENTIFIC

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GUESS



ThermoFisher
SCIENTIFIC



ABOUT BRAINSHARK

BRAINSHARK

Brainshark sales readiness software equips businesses with the training, coaching and content authoring capabilities to achieve sales mastery and outsell the competition. With Brainshark, companies can prepare sales teams with on-demand training that accelerates onboarding and keeps reps up-to-speed and validate readiness with sales coaching that ensures reps master your message and empower sales organizations with rich, dynamic content that can be created quickly and accessed anywhere. Thousands of companies, including more than half of the Fortune 100, rely on Brainshark to identify and close performance gaps and get better results from their sales enablement initiatives.

76

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“By enabling sales managers to be more effective, data-driven sales coaches, we can have a direct impact on sales performance. With Sales Rep Scorecards, sales managers in every segment can see what’s working and what isn’t.”



HILARY HEADLEE
HEAD OF SALES OPERATIONS AND ENABLEMENT, ZOOM VIDEO COMMUNICATIONS

“Brainshark has become our main tool for all sales enablement, including new hire training, video coaching, product launches and any learning that has to be done. It’s a key driver in everything we do.”



JASON GWILLIAM
DIRECTOR OF SALES ENABLEMENT & EXECUTION, BTG

“Brainshark is great for content management, training and onboarding, but more than that, it’s technology that helps support your overall sales enablement strategy.”



CHRISTI WALL
SALES ENABLEMENT MANAGER, PING IDENTITY

“Delivering timely content to our salespeople is essential, and by using Brainshark, we’re able to deliver our content quickly, track completion of our courses and provide the necessary follow-up, which has impacted our training success immensely.”



MICHAEL HELTON
DIRECTOR OF ONLINE LEARNING, COMBINED INSURANCE

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ABOUT CONNECTLEADER



ConnectLeader provides a multi-channel Sales Engagement Platform that integrates with leading CRMs to deliver tools for all types of sales roles. The ConnectLeader platform gives sales, lead generation, and marketing teams powerful tools to identify their best B2B prospects, obtain accurate contact data, sequence communication across multiple channels, and enable accelerated communication. Their patented cloud-based technology is built on the Adaptilytics® predictive intelligence engine, which identifies and prioritizes prospect lists ensuring a sales team's best leads are contacted first.

28

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“We have seen 63% growth in sales outreach month over month using ConnectLeader versus our previous year.”



TALMADGE ZIPPERER
VP OF ENTERPRISE SYSTEMS, BRADLEY MORRIS

“We've gone from an average of around 120 total people I'm reaching out to at any given time to 200, so even more than a 50% increase. We've gone from struggling to get to 8 or 10 net-new a day to well over 15 now and it's directly attributed to ConnectLeader. It was our main change this year.”



DAN WARDLE
HEAD OF EMERGING BUSINESS AND BUSINESS DEVELOPMENT, VIDYARD

“Prior to ConnectLeader, my team was making dials all day long and possibly having one or two conversations, maybe booking one meeting. Now we use ConnectLeader to make 200 dials and have 15 conversations in less than two hours. We're booking 1 to 2 meetings every session.”



LIZ MCKENNA
MANAGER OF INSIDE SALES, DATAGRAVITY

“Remote Coach has been very effective for us in coaching our sales team. Our head of sales will often record calls he's listening in on and use those recordings to have a coaching session with the sales team at the end of a call blitz or a call cycle.”



JAMES TENNER
PRESIDENT & CHIEF EXECUTIVE OFFICER, BROADLEAF SERVICES

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ABOUT GROOVE



Groove is the sales engagement platform that helps managers, reps, and operations sell smarter and increase revenue by as much as 25%. Their solution empowers the entire sales organization to plan and execute personalized outreach at scale with targeted campaigns, engage top accounts with smart account based sales features, and drive productivity using actionable analytics. They power industry leading sales teams around the world, including Google, Prezi, GoodData, HotSchedules, and many more.

★★★ 27

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Groove has dramatically changed how I run my business. Being able to have the insight on when clients open emails allows me to set the proper follow up time, which results in more sales.”



GARY CLARK
DIRECTOR, BUSINESS SOLUTIONS, INMOMENT

“This extension is a ‘Game Changer’ in time and effort. I and my sales staff don’t have to do double entry between email and SFDC applications. And, having access to the sales history and templates from SFDC to Gmail is awesome! This a fantastic time saver.”



MARK DAMJAN
MANAGING MEMBER, OPUS GROUP

“Groove makes Salesforce, Gmail and Google Calendar work like a single app! It is a great productivity enhancer and customers love it because it speeds up their work and while keeping Salesforce up to date by logging emails and calendar events.”



ARNOLD PRICE
PRESIDENT, WEBCLOUD360

“Groove is great. The product is stable, mature, and feature-rich. It saves our team so much time and gives us actionable information in our inbox without having to go digging for it in Salesforce. And their support department is top-notch too. Very helpful. I would give it 6 stars if I could.”



BRANDON FANCHER
CLIENT LIAISON, CHOICE TRANSLATING

TRUSTED BY





ABOUT GURU



Guru (getguru.com) is a real-time knowledge management solution for sales and sales enablement teams that knows when, how, and where to deliver knowledge to you without you having to look for it. With Guru, you don't just manage your knowledge; you create a network out of your entire company's collective intelligence for your sales team to leverage. Guru does this by unifying your joint knowledge and leveraging AI to suggest relevant information to your reps – all in real-time and in every application they work in. The more you use Guru, the smarter it gets.



146
Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Originally evaluated Guru as a Sales Enablement tool, to arm SDRs with customer stories, ICP pains, etc on the fly. We saw so much value that we ended up rolling it out to our entire organization across the globe. Cannot recommend this highly enough.”



ALEX TURNER
DIRECTOR OF SALES DEVELOPMENT, WRIKE

“Guru works wonders for our sales team. We're finding information faster when on a call with a merchant. It's my favorite sales enablement solution I've ever worked with!”



ELLIE PEARSON
ACCOUNT EXECUTIVE, SQUARE

“Guru's card-based approach allows us to consolidate information, so I include the content that sales reps use as immediate talking points and then link to more in-depth information, such as case studies or white papers, as additional resources they can send to prospects. Guru is serving as an index of the knowledge spread throughout the company.”



DANIEL KUPERMAN
ACTING DIRECTOR OF MARKETING, AXCIENT

“Guru has allowed us to create sales knowledge and a sales playbook that helps us scale as our team grows, eliminating time spent searching and allowing our sales reps to maximize their time spent selling.”



WES MANNING
SALES ENGINEERING MANAGER, PANTHEON

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BuzzFeed





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Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT MEDIAFLY



Mediafly's Evolved Selling™ solution goes beyond sales enablement by incorporating methodologies and technologies that enhance how brands engage with prospective buyers. It all starts with rethinking the way you interact with customers and empowering your sales team to leave the status quo behind. The four elements of Evolved Selling are dynamic, interactive, informed and integration. Dynamic sellers can access and assemble content on the fly and pivot at the moment to meet the needs of the buyers. Interactive presentations allow sellers to capture input from the buyer that guides a tailored discussion. When sellers are informed with data from various sources, they can differentiate themselves in the field and teach buyers something new. Integrating a sales enablement tool provides a feedback loop that captures and analyzes each interaction to inform future strategy.

Featured Testimonials

“The Mediafly app makes our sales job easier. I don't have to carry in tons of brochures, tons of testimonials, tons of product demonstration pages. It's all right there in the app. I just click on the page I need and show the customer. It looks very professional.”



IGUS INC.

“We've been using Mediafly for about six years now, and it's definitely an established part of our sales process. The ability to create tailored presentations at the drop of a hat enables our salespeople to have better, more valuable sales conversations.”



CAROLINE TURNBULL
MARKETING MANAGER, DR. FALK PHARMA

“The value selling tool helps our sales cycle move quickly. Field reps can instantly create business cases collaboratively with customers, answer questions, and then move on to the next step. The tool helps us engage with customers more collaboratively and also makes us look more consultative than our competition.”



PAUL TURNER
VICE PRESIDENT OF PRODUCT MARKETING, WORKDAY ADAPTIVE PLANNING

“Thanks to Mediafly our salespeople feel confident and empowered to respond to customers quickly with data and information they need.”



JENNIFER TILLMAN
INSIGHTS SPECIALIST, SONOCO

TRUSTED BY





ABOUT MINDTICKLE

MindTickle!

MindTickle is the world's leading sales enablement and readiness platform that gives you the power to ramp up new reps faster, coach them effectively, keep them up-to-date and create a culture of sales excellence. MindTickle offers the industry's most comprehensive readiness solution for closing the knowledge and skill gaps found in customer-facing teams. Sales teams across a wide range of industries use MindTickle's award-winning platform to train, coach, and align their sales teams to make reps and their managers more effective. Combining on-demand online training, bite-sized mobile updates, gamification, coaching and role-play with a data-driven approach, MindTickle accelerates time-to-productivity, ensures consistent execution, and helps boost sales performance.

79

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Our reps find it easy and enjoyable to consume content via the mobile app. The gamification adds a competitive aspect to learning that really hits home with our sales teams.”



TOM LEVEY
SENIOR DIRECTOR OF SALES ENABLEMENT, APPDYNAMICS

“The platform is very flexible; easy to tailor to the different needs we have across various teams, from both a content provider's and a learner's perspective, it's also quite simple to use – especially with its very powerful mobile platform.”



SANDY TSAI
SENIOR MANAGER, APIER

“Our sales team has totally embraced MindTickle. They love it and look forward to it. It's easy for them to access on Salesforce and they can use it on their phones. They can even listen to a presentation while they're driving and rehearse their messaging.”



GAYLE SEELY
DIRECTOR OF SALES DEVELOPMENT, VERACYTE

“MindTickle allows us to manage the training track for each sales rep. Managers are now enabled to review their reps' readiness and provide them with appropriate feedback. Detailed analytics and customized reports on knowledge and skills of reps allows us to mine the data and directly correlate it with our business goals.”



ARUN GUPTA
CAPABILITY TEAM, DABUR

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ABOUT REPLY



Reply automates one to many communication for you and your team, dramatically scaling your outreach capability, while keeping it 100% personal. Reply began its journey in August 2014 - they noticed that the world of direct sales is changing dramatically. With data available online, it became impossible to find the right people at the right time, when you need it most. Honest and supportive sales teams come in place, replacing old school pushy sales with low effective cold call approach. And here, at Reply, they are striving to build the best sales acceleration platform that would allow new types of sales teams to perform on Reply best.

12

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“After implementing Reply email automation software into our working process, we noticed that [the] efficiency level of our marketing campaigns has significantly increased and we have already closed several deals for our customers thanks to Reply.”



ANDREW STETSENKO
RELOCATEME

“With Reply we set 8-10 appointments per week. This is 10% of all appointments we set in [the] whole company per week.”



SAT SINDHAR
MANAGING DIRECTOR, PEOPLE HR

“I've used lots of tools but I love Reply. It makes my life and my client's lives a lot easier.”



GABRIEL PADVA
CEO, REVENUE ACCELERATOR

“Reply offered us a platform where we're sure that the right emails go out at the right time. Since we started using Reply we've seen open rates as high as 90.9%, and reply rates of up to 69.5%.”



SJORS MAHLER
DIRECTOR SALES & GROWTH, PR.CO

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ABOUT ACCENT TECHNOLOGIES



Accent Technologies is the global leader in sales enablement technology. The SaaS company is focused on helping organizations streamline sales execution and increase productivity. Accent's sales enablement software combines traditional sales enablement of delivering the right content at the right time, with sales performance management capabilities that guide sales teams with opportunity prioritization, next step guidance, coaching and micro-training, and content recommendations. Accent products are used by companies in more than 100 countries around the globe.

23

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Our Hyperion platform for sales has greatly helped our sales force in finding the necessary documents needed to do their job. It has also improved communication between our BU's and the sales teams. I would recommend Accent to others because they know what they're doing and they do it well. They are extremely organized and make sure we have what we need.”



HEIDI MICHAUD
SALES REPRESENTATIVE, ANALOG DEVICES

“Our organization uses the Accent platform as a library to house all client facing material. We have enjoyed the team that we have gotten to work with and roll this product out with.”



ANN SULLIVAN
MARKETING PROFESSIONAL, CALIFORNIA TRAVEL & TOURISM COMMISSION

“We use Accent as our sales enablement platform. It is extensive in nature, from news delivery, collateral management, forum and community needs and ability to manage use and effectiveness of collateral. Its primary use case is the collateral management aspect, but we continue to work to broaden use and adoption based on seller challenges. The offline library capability is highly valued and utilized. We would continue to promote Accent as a vendor and partner.”



MARK GARDNER
WORLDWIDE SALES ENABLEMENT MANAGER, ANALOG DEVICES

“[Accent Technologies] provides a central repository - Global Favorites, presentation books, & virtual powerpoints. Update one, update many. I would recommend Accent as it saves our marketing group a great deal of time.”



MELISSA CROW
MARKETING PROFESSIONAL, WADDELL & REED FINANCIAL

TRUSTED BY





ABOUT MEMBRAIN



Membrain is the award-winning Sales Enablement CRM for teams working with complex B2B sales. Membrain makes it easy for sales teams to execute their sales strategy to achieve consistent sales performance. The software provides sales professionals with continuous guidance through the entire sales process, while enabling sales leaders to coach their team to a higher level of performance. Continually optimize your sales execution and elevate your salespeople to become a competitive advantage.

24

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Membrain makes it easy to successfully execute your sales process and build a platform for predictable and sustainable growth.”



BOB APOLLO
CHIEF EXECUTIVE OFFICER, INFLEXION POINT

“Using Membrain’s Playbook capabilities has kept not only my team, but me, consistently moving prospects through the sales process to a more predictable outcome. Our win rates have doubled with the help of Membrain.”



NATE LELLE
EXECUTIVE VICE PRESIDENT, MEYER-NAJEM CONSTRUCTION

“It helps us maintain constant communication, not just around when calls were made, but also around what conversations were had, who is involved in the sale, and other relevant information. Not just what the system thinks we should track, but what we really need to track.”



NATALIE O’CONNOR
MEMBRAIN POWER USER, SKENDER CONSTRUCTION

“In our industry, time is critical, You have to be on the spot and ready to work with prospects when the window opens. Membrain has led to a much better way of qualifying leads and prospects so we can serve likely prospects more efficiently and effectively.”



JAN HELLGREN
HEAD OF SALES, WESTERMO

TRUSTED BY





ABOUT MODUS

modus

Modus empowers sales success by helping our customers create and distribute completed content for the most critical moments of their sales process. More than 70,000 sales and marketing professionals use Modus to conduct 250,000 Critical Customer Conversations every day.

*** 27

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Modus was a great partner in this transition and delivered within our timeline. Our sales team has easily adopted the new app and find it intuitive to use.”



ELIZABETH ANDERSEN
SR. MARKETING COMMUNICATIONS MANAGER, INTERSECT ENT

“Modus provides a great sales tool, and that alone is something I appreciate because we want to make sure our salespeople have what they need when they need it. But I think Modus provides a powerful marketing tool as well. My team and I rely on the analytics to make better decisions on our marketing content budget.”



KARINE WATNE
SR. MANAGER, MARKETING COMMUNICATIONS & PROJECTS, TORO

“The Modus platform allows us to collaborate more effectively with our sales team, providing them with an all-in-one tool to capture leads, keep our customer base informed with up to date info on our technology and develop key opinion leaders.”



ERIC WELLS
MARKETING COMMUNICATIONS SPECIALIST, HEARTWARE

“Our North American sales teams are extremely grateful that we made the investment to build CraneHub with Modus. Our salespeople and managers have labeled it a “game changer” and believe it has elevated our professionalism even more in front of the customer.”



JIM SKOWRON
VICE PRESIDENT OF SALES, KONECRANES

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KONECRANES



CATERPILLAR





ABOUT SALESVUE



Salesvue is a native Salesforce application that is the recognized leader in delivering sales process automation solutions to help companies automate and streamline their sales cycle. Salesvue unifies and improves the efficiency of marketing, sales and client on-boarding teams.

10

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Agilis Systems planned to bring in a consultant to help with Salesforce, but with Salesvue the consultant wasn't needed.”



ERIC BARFORD
SALES OPERATION ANALYST, AGILIS SYSTEMS

“When you can have a sales productivity that looks like Salesforce and lives in Salesforce, it's a no-brainer!”



JOE MATHEWS
SENIOR MANAGER OF SALES DEVELOPMENT, TURNKEY VACATION RENTALS

“Salesvue presents a results based workflow versus the standard method of working down a task list. Salesvue puts tasks into the pre-programmed buckets. It's like each sales rep has their own personal assistant.”



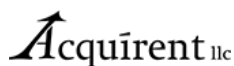
GEOFF WINTHROP
EXECUTIVE VICE PRESIDENT, AQUIRENT

“We used to struggle with getting reps to start an opportunity. With Salesvue, this is the result of a task that automatically pops up. Before, reps would wait to create an opportunity when there was a win. Now I can see if deals were lost and where in the process.”



STEPHANIE THOMPSON
CLIENT SUCCESS DIRECTOR, PERQ

TRUSTED BY





ABOUT SHOWCASE WORKSHOP



Showcase Workshop allows you to show, share & sell like never before on iOS, Android, and Windows! Give your teams instant access to the content they need. Showcase Workshop turns your device into a powerful sales, presentation and training toolkit! Engage your audience at the most important stage in the sales funnel - the face to face meeting.

62

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Showcase is helping to create an improved customer experience throughout our network. It is helping us create a more ‘tech savvy’ brand image across the country and is an important part of our connected dealership model. Showcase helps our salespeople connect better with their leads, which drives total sales.”



TROY PEEK
MARKETING & EVENTS COORDINATOR, MITSUBISHI MOTORS

“[Showcase] is easy to use and still the easiest and best way to carry around loads of technical information that may be required for meetings with customers. To be able to show pictures and movies certainly still provides the customer with great visual options of talking about our products.”



CLIFF DAVIS
FORMWORK MANAGER, ACROW

“Showcase fits with our profile as innovators. It's another sales tool that we can offer our partners. It has allowed us to standardize our response to requests for marketing materials; we can just say “It's all in Showcase.”



ROXANNE MULVANEY
SENIOR MARKETING MANAGER, MAXAVA

“With the Showcase platform, we can manage the content in-house, and publish updates to the field instantaneously. When you work for a large company, eliminating levels of administration and red-tape is invaluable.”



STEVEN M.
MARKETING ANALYST, BP

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