

Sales Enablement Software Category

WINTER 2025
Customer Success Report





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. Top sales enablement tools enable you to develop the content within the system, and organizations can utilize the content to onboard and train new sales recruits. These applications thus function as a marketing content hub that can be readily used by sales reps.

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.

2025 Customer Success Awards

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



allego

Bigtincan®

GONG



HIGHSPOT

Outreach

Salesloft.



Seismic



Showpad



CLEARSLIDE
a Bigtincan™ company



Koncert>



mediafly™

mindtickle™



Reply

SALESHOOD

Walnut.



accent

demostack



MEMBRAIN®



Paperflite



REVEGY®

showell

* Companies listed in alphabetical order



2025
SALES
ENABLEMENT
SOFTWARE

MARKET LEADER



ABOUT ALLEGO



Allego's sales learning platform boosts sales performance by harnessing the power of mobile to transform enablement and training through video content sharing. With Allego's mobile-first platform, organizations can create and curate the best content from the field and corporate office to better train and collaborate with distributed sales teams, without the time and expense typically associated with in-field coaching or on-site training. Users can easily access relevant, quality content, anytime, anywhere, allowing them to capture their best ideas, master their pitch and accelerate their performance. Tens of thousands of global users across a range of industries...

147

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

"We've generated an enormous amount of excitement in a short time from the partners who have seen it. It's allowed us to build scalable content that goes to all of our partners and high impact customized content targeted only to specific partners."

PETE KOCZERA
PROJECT LEAD, VP CUSTOMER EXPERIENCE, MERLYN
MIND

"People feel confident in what they're learning, and also that learning was personalized for them. They have heard that our onboarding program is the best in the business. People are excited to have it, and the tool really supports them."

MAKENZIE VAN EYK
MANAGER OF SALES LEARNING & DEVELOPMENT,
ESENTIRE

"To us, Allego represents a much more human approach to remote asynchronous learning than the standard corporate LMS."

PETE K.
VP, CUSTOMER EXPERIENCE, MID MARKET COMPANY

"We saw an open rate of nearly 30% using Allego for virtual selling."

DIRECTOR OF LEARNING AND DEVELOPMENT
JOHN HANCOCK

TRUSTED BY



FINASTRA

agorapulse

Baxter

VERITAS™



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...

81

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Within a few months of rolling out Bigtincan, we’ve been able to quantify and measure how impactful having this information at our team’s fingertips is at a glance. Our overall performance, revenue, and conversions have been steady and growing because of the ability for us to train our teams consistently and show them what our expectation is for what that in-store experience should look like.”

KAT DELA CRUZ PAULK
VICE PRESIDENT OF RETAIL OPERATIONS AND TRAINING,
FABLETICS

“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

“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

“All Learning Management Systems are not created equal. I have been a corporate level trainer for 30 years, and have tried at least 4 other LMS platforms. Brainshark is the platform I recommend.”

DANA BRIGHT
SENIOR CUSTOMER EXPERIENCE MANAGER, THE JAYCO
FAMILY OF COMPANIES

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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.

404

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

"Gong Assist gives me a game plan. It prioritizes all of my action items and puts them in a central dashboard that enables me to maximize my time and act on the most important to-do's. I can keep momentum with my deals and see them through the finish line faster."

KATHERINE HUTTER
ACCOUNT EXECUTIVE, HOTJAR

"It's easy when the proof is in the pudding and the pudding is the recordings. Gong allows us to assemble data and evidence that you can show to all these different people and allow us to all come onto the next page."

SIMON KIRK
VP REVENUE ENABLEMENT, CULTURE AMP

"I cannot say enough about the undeniable value that Gong adds not only to my role in Sales Enablement, but to our entire client-facing organization as well."

DAVE SEUGLING
DIRECTOR OF GLOBAL SALES ENABLEMENT,
MONDAY.COM

"Gong has enabled me to use my time more efficiently. I can look at the data from a recorded call ahead of a meeting and that 30-minute meeting has turned into five-minutes now."

JAMIN FOCHTMAN
HEAD OF SALES ENABLEMENT, ADDEPAR

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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.

154

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Guru is easy, intuitive, and powerful. I love that we can create thorough, organized, trusted information, and that it's easily accessible for our Sales and Support teams. We have a ton of product information that changes frequently, as well as internal workflows to keep track of, all while juggling communication with customers and prospects; being able to pull up a Chrome extension or web app to search for information that we know is accurate and thorough makes a huge difference for our efficiency and quality of support.”

LAURA JOLLY
SENIOR CUSTOMER SUPPORT SPECIALIST, INTERCOM

“Guru helped us realize that we needed to structure the way we present knowledge to enable our customer-facing teams differently. We recognize that people are looking for an answer to a pertinent question and they need to be able to get that information quickly, so we make our knowledge in Guru as sound bite-ish as possible.”

SUNSHINE LEVIN
PRODUCT MARKETING MANAGER, SALESLOFT

“Guru enables us to share knowledge across multiple teams quickly and seamlessly as well as trusting that the information that surfaces is current and verified by the people who own it.”

RON URBANSKI
BUSINESS DEVELOPMENT MANAGER, BOOMI

“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

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Malwarebytes



Axcient
CONNECTWISE company



ABOUT HIGHSPOT



Highspot is the industry's most advanced sales enablement solution. With artificial intelligence technology that powers industry-leading search and recommendations, a flexible approach to content organization, advanced analytics, dynamic guided selling experiences and 50+ certified technology integrations, Highspot provides sales and marketing teams with the capabilities they need to win more business—all wrapped up in an easy-to-use solution that sales reps love.

440

TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

“We did a very thorough review of all the sales enablement platforms in the industry. We were impressed by Highspot's ease of use and scalability. We needed to transition out of our old platform, as it no longer supported our needs. Highspot was the logical choice for us on so many levels, but the key drivers for our decision to adopt Highspot were its superior content management, user experience and its great analytics. No other platform was even close.”

JONNY HILL
DIRECTOR, MARKETING TECHNOLOGY, MULTIVIEW

“It was clear we needed to upgrade from our previous sales enablement platform. We chose Highspot to help reps get just the right content for the right stakeholder faster and with less searching.”

DAN ASHTON
SENIOR DIRECTOR, PRODUCT MARKETING, RIMINI STREET

“The flexibility and adaptability of training and coaching are some of the areas I really love. It has drastically changed how we support our client-facing teams.”

ALEX WHISENHUNT
MANAGER, REVENUE ENABLEMENT, DIALPAD

“Our priority at Apptio is always to increase the efficiency and effectiveness of our sellers.”

CASSIE ENCISO
SENIOR SALES ENABLEMENT PROGRAM MANAGER, APPTIO

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HSBC



Rimini Street



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.

164

TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

“The big win for managers and reps alike is to have Plans laid out in a very clear format. This way, reps see all the pieces that need to happen for a deal to go through. It helps them make sure they're buttoned up, and for managers to rest easy knowing reps are crossing the t's and dotting the i's.”

TYLER FUJISHIN
SALES ENABLEMENT MANAGER, GRAVITY PAYMENTS

“We're 100% more productive in sales enablement and coaching around competitive and product information with content cards—we didn't have anything like that before Kaia.”

MICHAEL WILDE
SENIOR ACCOUNT EXECUTIVE, HONEYCOMB

“Our forecast accuracy is now within 5% — compared to being off by 10, 15, even 20% before. That's a game changer at the board level.”

TOM HAMMOND
CHIEF REVENUE OFFICER, OMNIPLEX LEARNING

“With Outreach, we know every single day what it takes for us to be successful. As an individual, as a group, as a company.”

KELLY LICHTENBERGER
HEAD OF SALES DEVELOPMENT - EMAIL SECURITY, AVANAN

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Clearbit

CLOUDERA



AdRoll



algolia

APPDYNAMICS



ABOUT SALESLOFT

Salesloft.

Salesloft is the provider of the leading sales engagement platform that helps sellers and sales teams drive more revenue. The Modern Revenue Workspace™ by Salesloft is the one place for sellers to execute all of their digital selling tasks, communicate with buyers, understand what to do next, and get the coaching and insights they need to win. Thousands of the world's most successful sales teams, like those at IBM, Shopify, Square, and Cisco, drive more revenue with Salesloft. For more information visit salesloft.com.

227

TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

“Salesloft engagement data has been the perfect complement to our intent-based account and contact prioritization strategy in three areas: who, how, and when. I am not only able to see who is engaging with my prospecting efforts, but I also see which channels are performing the strongest, and what times are optimal to reach out.”

KATHARINE NOONAN
ENTERPRISE SALES DEVELOPMENT REPRESENTATIVE,
DEMANDBASE

“Salesloft is different because it's a true revenue workspace. A lot of the sales engagement tools that I looked into for our company were specific to cadencing, and they don't offer a holistic look at the go-to-market strategy.”

ELI HATTERSLEY
REVENUE OPERATIONS ANALYST, KLARIVIS

“Salesloft gave us the flexibility to customize the platform based on what each team needs. Sales can do what they want. We can do what we want. It doesn't interrupt the other side.”

CHRIS SEXTON
DIRECTOR OF ENTERPRISE CUSTOMER SUCCESS,
SEAMLESS.AI

“With Salesloft, we were able to reverse-engineer the activities necessary to meet pipeline goals and convert leads to opportunities that drive revenue.”

KYLE HEALY
SENIOR VICE PRESIDENT SALES ENABLEMENT, NFP

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blackbaud®



ACUITY

sense





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...

304

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“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

“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

“We got our single source of truth in Seismic - a system that could grow with us. It pulls content from other permanent repositories and delivers it seamlessly to our sales, support, and external audiences.”

KATHLEEN PIERCE
DIRECTOR OF CONTENT OPERATIONS, ILLUMINA

Five9

GENESYS

TRUSTED BY
BOSS
HUGO BOSS

blackbaud

nintex



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,...

224

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“With Showpad’s analytics dashboard, we as marketers now have the ability to track how our content is being used by both our sales engineers and prospective buyers, enabling more data-driven discussions.”

ANNA MARIA MANG
HEAD OF MARKETING, PERI

“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 WÜRTH
MARKETING & COMMUNICATION, BÜHLER

“If you’re looking at the top players, Showpad is the best. They offer a variety of solutions that perform well and play a big role in consolidating our tech stack.”

KRISTIN PRATT
SALES ENABLEMENT MANAGER, LEADIQ

“With Showpad, I can leave a live presentation briefly at any time, present other documents within the platform and then return to my main presentation.”

JÜRGEN GIESENFELD
PROJECT SALES EXPERT, PERI

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THALES





2025
SALES
ENABLEMENT
SOFTWARE

TOP PERFORMER



ABOUT CLEARSLIDE

CLEARSLIDE

a Bigtincan™ company

ClearSlide makes 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 is the system of engagement for sales, marketing & services teams that makes every customer interaction more successful. For managers and leaders, ClearSlide provides engagement dashboards to improve deal visibility, coaching, and stronger forecasting. For content users and creators, ClearSlide...

90

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

“We use ClearSlide to get our customers excited about using Shoutlet and show them how they should be utilizing our product to achieve their specific goals.”

TARIK HART
VICE PRESIDENT, CUSTOMER EXPERIENCE, SHOUTLET

“Clearslide has helped me engage more with my clients and I have been closing more sales because of it! ClearSlide helps me win.”

NEIL ALMEIDA
SALES SPECIALIST, WEB.COM

“ClearSlide user experience is fantastic and it's incredibly easy to use! It's so much better than just sending an e-mail.”

VINCE SCOTT
ACCOUNT EXECUTIVE, EMEDIA

starwood
Hotels and Resorts

 Expedia.com.au

TRUSTED BY

BuzzFeed



♥ aetna®



ABOUT GROOVE, A CLARI COMPANY



Groove, a Clari company, is a market-leading sales engagement platform that enables sales leaders to execute their strategy in a smart, adaptive way. With Groove, revenue leaders can use automation to do more with less, driving greater efficiency and effectiveness across the customer lifecycle. Groove enables more than 75,000 users at ADP, Google, Uber, iHeartMedia, Capital One, and other large enterprises to be more efficient and effective. Groove has ranked #1 in enterprise customer satisfaction on G2 for four consecutive years and has been named one of the Inc....

111

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“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

“We use Clari to have more intelligent forecast conversations, especially when we look further out. By looking at historical trends, we can extrapolate where we’ll be going forward. We don’t have a crystal ball, but we have Clari.”

JULES GSELL
VICE PRESIDENT, DATABRICKS

“Groove enabled us to solve this visibility challenge quickly with an easy-to-use platform that would benefit all of our teams, from SDRs and AEs to CSMs and our entire Global SE team.”

MATTHEW MULLIN
SENIOR DIRECTOR OF GLOBAL MARKETING
OPERATIONS & TECHNOLOGY, TENABLE

“If you’re using Clari without using Groove, you’re only getting a portion of the value.”

GREG REARDON
DIRECTOR OF GROWTH OPERATIONS AND STRATEGY,
BLACK SWAN DATA

TRUSTED BY

BBVA

Optimizely

sumo logic

UiPath
Agentic automation

skai



ABOUT KONCERT

Koncert

Koncert is a B2B Sales Engagement platform with over 12 years focusing on B2B sales dialer technology innovation. Koncert's power dialer platforms leverage AI to enable more conversations and pipeline. The sales activity of manually dialing each prospect is now super charged through automation to connect you with live prospects and scale up to 10 times your conversations with your prospects. Koncert sales dialers will enable more meetings, build pipelines and insights for coaching and training your sales team. Koncert provides four dialer options aligned to different sales workflows: Multi-line AI Parallel Dialer, Single-line AI Flow Dialer, Agent-Assisted Dialer, and...

51

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Koncert revolutionized our cold calling operations, empowering us with advanced caller ID management and unparalleled efficiency. With their AI-powered dialer, we've doubled our meeting schedules, achieving 25 of our best weeks ever.”

TOM BURRELL
CHIEF OF STAFF, ATLAS MKE

“With Koncert Platform, BAI Security was able to increase their monthly phone calls from 8,000 to 60,000 and identify 160 opportunities a month, resulting in a 40% growth in revenue.”

MICHAEL BRUCK
PRESIDENT / CHIEF EXECUTIVE OFFICER, BAI SECURITY

“With Koncert, we've seen about 3 times as many calls being dialed by our reps, and that's directly correlated to the 3 times as many demos being booked as a result.”

SCOTT VARNER
SALES OPERATIONS MANAGER, KENNECTED

“Koncert's AI parallel dialing was a game-changer. With more connections and conversations, we've been able to rapidly grow our sales.”

BOB MAY
VICE PRESIDENT OF SALES OPERATIONS, STRATUS IP

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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...

95

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“We utilized Mediafly's Excel cleanup process to synthesize 25 documents down to 12 and then 10 in four weeks. That was a huge timesaver and helped us speed our time to market. People weren't expecting a fully developed workspace with three layers of folder structure, globally architected and organized by kick-off, but that's what we delivered. And it wouldn't have been possible without the Mediafly team.”

KEVIN WHITE
DIRECTOR OF CRM, SALES PROCESS & TECHNOLOGY
ENABLEMENT, SEALED AIR

“Using Mediafly, I know when my customer has opened a brochure or video and can automatically keep track of what I've sent via CRM. I can access all content across a wide variety of topics and product lines whether online, offline, in email or SAP, on my browser, at a tradeshow, and in real-time with customers.”

ANNE MATZINGER
GLOBAL COMMERCIAL EXCELLENCE MANAGER,
HUNTSMAN ADVANCED MATERIALS

“Mediafly allowed us to consolidate the technology we use across the entire studio production pipeline down from 7 different solutions to Mediafly, helping us deliver highly engaging content and gain holistic insights into viewer interactions without jeopardizing security, quality, or branding control.”

MEDIA & ENTERTAINMENT COMPANY

“Mediafly went the extra mile to help us build a tool that positions us as a good partner around the Affordable Care Act. It simplifies a complicated process and helps clients see our value.”

PATRICK FLANIGAN
SENIOR DIRECTOR OF SALES ENABLEMENT, ADP

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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...

163

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“When we looked at our program we also wanted to be able to blend learning and activity. Within our approach and utilizing the MindTickle platform, we're able to provide a blend of self-paced knowledge combined with activities that are reviewed by the rep's manager, which provides a virtual coaching opportunity. This is really key for the manager to be involved in the new hire's onboarding.”

TRACEY MEERSMAN
DIRECTOR OF SALES ENABLEMENT, CROWDSTRIKE

“We used MindTickle to provide us with the visibility on the learning curve of each member in the sales team. Another thing that really helped us was the creation of a knowledge bank – a repository of product information, sales processes and other sales collaterals.”

ANSHUL GUPTA
HEAD OF TRADE MARKETING, DABUR

“MindTickle has enabled us to take machine learning and assessments to our business partners. The platform provides a completely secure and personalized learning ecosystem to our talent.”

VARUN JALOTA
ASSOCIATE DIRECTOR OF TRAINING & QUALITY, OLA CABS

“Invest in technology, like MindTickle or something like that, to actually structure your programs and enablement practices in an organized way and that just methodically covers everything that you need to cover.”

DREW O'BRIEN
FIELD OPERATIONS, CLOUDERA

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ABOUT REPLY



Reply is an AI-powered sales engagement platform that helps sales teams find new prospects, engage them through multiple channels, and create new opportunities at scale while keeping every touchpoint personal. Find targeted prospects with Reply's free database of 150+ million contacts, and engage them with the AI Sales Assistant that will write unique emails, generate tailored sequences, and handle responses by answering queries and booking meetings on your behalf. Its robust reporting system tracks all activities for every team member and automatically logs them to your CRM via native integrations, rich API with 40+ methods, or...

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TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Reply.io is a good tool for personalized outreach! We are able to have personalized outreach that scales. Our team is doing better with follow up and proactively contacting prospects and channel partners.”

DANIEL JOHNSON
VP OF SALES, ZONOS

“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

“With Reply’s automation features, we can set up multiple campaigns and then walk away, essentially letting them run themselves.”

BRYAN PAYNE
CHIEF TALENT SCOUT & FOUNDING PARTNER, JUST SALES JOBS

“Reply offered the best functionality, the UI is very intuitive to use, plus the customer support team is very active.”

SAHIL AGGARWAL
CO-FOUNDER & CEO, LEADWORX

TRUSTED BY

hrpayrollsystems
a division of Lucerna

IMI MAUVE
CAPITAL
PARTNERS

belkins

Keptify

ARRIBA
CAPITAL



ABOUT SALESHOOD



Founded in 2013—and recently recognized as one of the Top 50 Sales Products of 2022 by G2—SalesHood is the leading all-in-one sales enablement platform used by hyper-growth companies to boost sales performance. SalesHood is proven to reduce time to ramp, lift quota attainment and accelerate sales velocity. Companies like Demandbase, Bombora, Omada Health, Sage, Seagate, RingCentral, Tanium, Trinet, Yext and many more use SalesHood to realize fast revenue outcomes with 100% virtual training, coaching and selling—at scale.

97

TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“SalesHood streamlines our sales process and aligns our teams on messaging, leading to measurable improvements in our performance. The ability to double our average selling price and reduce our sales cycles by 35% has been a game changer.”

CRAIG JONES
CHIEF REVENUE OFFICER, STARCOMPLIANCE

“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

“We’ve increased revenue by 41% in one year - the revenue transformation we have achieved using SalesHood [is amazing].”

JULI WALWYN
REVENUE ENABLEMENT, MINDBODY

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

FRANK VAN VEENENDAAL
VICE CHAIRMAN, SALESFORCE

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ABOUT WALNUT

Walnut.

Walnut is the new way to manage your sales team's demo experience. The demo phase is one of the most crucial steps in any B2B company sales process. It requires a huge amount of time and resources, and demo insights are still considered a blind spot. That's where the Walnut codeless platform is a game-changer. Customize everything: Personalize your demo from A-to-Z and eliminate the dependency on other teams

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TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“Walnut empowers our sales team to build custom demos that reflect every prospect's world. It's fast, intuitive, and makes it easy to showcase our flexibility, without needing cross-functional team members to step in every time.”

DANIELLE ROSS
PRODUCT MARKETING LEAD, FORMA

“Walnut enables us to easily create flexible environments where users discover and try our solutions- allowing us to streamline our onboarding process.”

ALON MAIMONI
DIRECTOR DIGITAL SALES, NETAPP

“Walnut gives us full control over how we structure demos and enable the sales team. It's a game-changer for pre-sales.”

JESSE DAILEY
VICE PRESIDENT OF SOLUTIONS ENGINEERING,
PEOPLE.AI

“Walnut is pioneering a new market, similarly to how CRMs first transformed the world of sales.”

RON CONWAY
SILICON VALLEY'S LEGENDARY INVESTOR, SV ANGEL

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people.ai

NetApp

FarEye

CATO
NETWORKS

Contractbook
By scribe.



2025
SALES
ENABLEMENT
SOFTWARE

RISING STAR



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...

31

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“[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

“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

“Accent has allowed us to put tools into the hands of sales. As marketers, it allows us to have more time for innovation.”

S&P 500 FINANCIAL SERVICES COMPANY

“Accent makes a big difference with our revenue teams.”

CDK GLOBAL

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ABOUT DEMOSTACK

demostack

Demostack helps you create and deliver them. Deliver tailored demos that drive discovery, build connection, and win more business. Demostack is the world's first Demo Experience Platform built to help Sales and other revenue teams gain full control, customization, confidence, and insight over their product demos. Create custom product demos in minutes with no code, deliver them flawlessly, and gain deal-winning demo insights.

28

TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“Enabling sellers to design tailored product demos promotes confidence and showcases Yotpo's value utilizing realistic examples. In doing so, our prospects are able to visualize precisely how they will be interacting with Yotpo on a daily basis. This helps accelerate deals through the sales funnel and provides agency partners with a valuable tool to use when speaking with their clients about Yotpo's commerce marketing platform.”

TSVIKA VISHNIEVSKY
VICE PRESIDENT OF REVENUE OPERATIONS, YOTPO

“Wow – I really love what I am seeing with Demostack, it provides a ton of value. It was really hard and time consuming to add individual data points to demos. Demostack solves this and so many other trial problems we've been having. It just makes so much sense.”

RAZ NIMRODI
GLOBAL HEAD OF SALES ENABLEMENT AND BD, HIBOB

“With Demostack, our Solution Consultants (SCs) have become significantly more efficient, as Account Executives (AEs) now have access to customized, ready-to-use demos at their disposal.”

ROB DE MARCO
VICE PRESIDENT OF SOLUTIONS CONSULTING, XACTLY CORPORATION

“The platform experience is very intuitive and allows us to manage different versions of the demo environment well. It helps drive a consistent experience for all stakeholders, driving better business outcomes.”

SUDIPTO KAR
SENIOR SOLUTIONS CONSULTANT, GLOAT

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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.

53

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“We’re a small shop and it was important for us to get the support we needed to grow quickly. It’s important in a new relationship that you feel seen and recognized. Whenever we reached out and asked a question we got an answer. You guys are there.”

DANIEL NACKOVSKI
CO-FOUNDER, SAASIEST

“Membrain, out of the box, is the most complete sales enablement platform on the market. It has all of the right dashboards, analysis, behavior tracking, and process integration. And salespeople actually live in Membrain.”

BRIAN KAVICKI
LUSHIN, INC.

“It was like we bought a car, and they handed us the engine in parts in a box.”

MIKE HARRIS
CEO & CO-FOUNDER, WORKSIGHTED

“We needed to advance and be able to manage different types of customers.”

EMIL BELFRAGE
CHIEF EXECUTIVE OFFICER, STABTECH

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flexza

Affinitext
MAKING DOCUMENTS INTELLIGENT

analitek
Tu éxito es nuestra pasión

berotec

casall



ABOUT PAPERFLITE



Paperflite is your content-everything platform & UX-focused business intelligence solution, designed to accelerate content performance and boost audience engagement. The platform makes it easy for your business teams to find the best-fit content from across the company, specific to each communication, share it with an audience across multiple channels, and track how they engage with it.

48

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Within a few weeks after implementation, our Sales reps, with minimal support from Marketing, put together highly impactful collections that have helped them close deals. Paperflite has empowered our Sales teams to serve highly personalised content to their clients and prospect accounts.”

CÉLINE GOURIOU
GLOBAL MARKETING DIRECTOR, E2OPEN

“When we were exploring other sales enablement platforms, we weren’t really given the keys to the car. But the Paperflite team did, and it gave us an opportunity to try out the platform before we even decided.”

MATT POLLOCK
DIRECTOR OF CREATIVE DESIGN, PERFECTION
LEARNING

“We have found it to be a very effective sales enablement tool, allowing our centralized marketing team to share and distribute marketing collateral with over 200 consulting teams across the globe with great ease and efficacy.”

VARUN M
KONSÁLIDÖN

“With Paperflite available on their phones/ipads, reps can easily pull up and present relevant content on the spot.”

CORLISS LEE
PRODUCT MARKETING MANAGER, VENUS

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e2open®

freshworks

KENDO

servicenow

tis



ABOUT REVEGY



Revegy drives sales enablement and revenue growth with its comprehensive CRM solution. Serving the technology, information, and internet industries, Revegy uncovers opportunities for growth and expansion through pertinent insights into key industry influencers and business stakeholders. Revegy specializes in Account Management, Opportunity Planning, Channel Management, Account Planning, Account Based Sales, Account Based Planning, Sales Operations, Sales Enablement and Effectiveness, Revenue Optimization and Sales Execution.

28

TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“Revegy brings CRM data to life and provides the insight necessary to surface revenue opportunities that other systems in the sales tech stack cannot deliver. This makes it ideal for any Private Equity leader that is trying to optimize revenue performance across a broad portfolio of investments.”

JONATHAN TEMPLE
OPERATING PARTNER, THE RIVERSIDE COMPANY

“Revegy gave us a clear line of sight into sales strategy execution. Because of this, Fujitsu was able to reduce the sales cycle by 43 days. We were also able to achieve a 14% improvement in Sales, Revenue, and Margin.”

CAMERON BELT
SALES ENABLEMENT LEADER, FUJITSU

“One of the biggest benefits we’ve seen using Revegy is related to revenue predictability. We’ve seen a 25% improvement in forecast accuracy, which equips us to make strategic business decisions.”

VINCENT MAURO
VP OF SALES, WORKSOFT

“Revegy allows us to reinforce the focus on the customer and what they’re trying to do, leading to net new opportunities that we may never have thought about before.”

VP STRATEGIC PROGRAMS
LARGEST GLOBAL DATABASE SOFTWARE COMPANY

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WORKSOFT

MarkLogic

jda.

Informatica

Capgemini



ABOUT SHOWELL

showell

Showell is a sales enablement platform that empowers all your customer-facing people with the right collateral so that they are able to find, present and share content, and deliver an inspiring and personal experience in every meeting, remotely and face-to-face. Showell is the home for passionate and experienced people who share a common vision to enhance every sellers performance. Sales teams around the world love Showell. And they love what they do.

90

TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“Showell has provided the ideal platform for direct communication with my sales team, as well as a unified message across all our company's offerings to their customers and prospects. This incredible tool is the epicenter of organizing our sales and marketing material.”

MARK P.
DIRECTOR OF MARKETING, STAR SU

“Showell stands out as one of the easiest and most user-friendly tools I have used (in sales and marketing). We've been positively surprised by the activity amongst our dealers and sales teams as they can sometimes be hesitant to embrace new tools.”

SAM C.
DIGITAL MARKETING EXECUTIVE, KUBOTA

“Showell fits perfectly to our digital strategy. We use it a lot for multimedia, such as video and 3D models. We can also analyze the usage of our material and better understand what is important to our customers.”

ANDREAS ORRE
COMMERCIAL MANAGER, HANGON

“Showell helps us make sure that everyone gets the information and can use it effectively in sales when preparing or engaging customers.”

RENATE HOUTMAN
SENIOR ONLINE MARKETEEER, AGRIFAC

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