The Essential Guide to Digital Sales Rooms
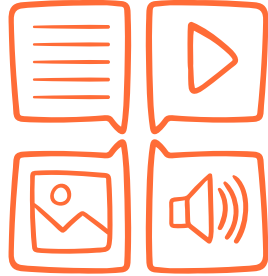
enable us
by mindtickle

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Introduction: Why B2B Sales Should Use Virtual Sales Rooms

B2B buying behavior is changing. According to Gartner, sales reps today have just about 5% of a B2B buyer's time before they make a purchase. But before a buyer even connects with a salesperson, it's likely they've already led 17-27 information-gathering interactions.

Both sellers and buyers want to make this process better, easier and faster. In fact, based on research by McKinsey & Company, 70% of business decision-makers are open to self-service or remote buying that exceeds $50,000. It's found that 27% percent of them would be willing to make purchases over $500,000.

buyers have 11-27 info-gathering interactions *before* connecting with sales

Source: Forrester

Sellers can maximize their engagements with buyers at an early stage in the process by providing bespoke customer experiences.

Digital sales rooms (DSR) are efficient since they align with how buyers interact with each other throughout the sales process. According to Gartner, customers often loop, meaning they're involved in the process of visiting different channels multiple times during their journey.

Virtual sales rooms simplify the navigation through various channels by supplying an environment that allows buyers to locate the content they need when they need it.

What is a Digital Sales Room?

A digital sales room (DSR, also known as virtual sales room) is an online microsite that sellers customize to share sales content with buyers for a personalized B2B buying experience.

Salespeople personalize the DSR with sales collateral based on the prospect's current buying journey and needs. This may include proposals, testimonials, case studies, previously recorded demos, white papers, and even welcome videos recorded by a sales rep. The rooms are shared with a single, evergreen link that enables prospects to easily access, view, watch, and engage with the content.

> **Digital Sales Rooms provide salespeople with a customer-facing digital portal that can be used to share relevant marketing content, chat with clients, and craft custom proposals with prospective buyers. These solutions remove any buyer friction and allow salespeople to streamline proposals by keeping all relevant proposal information in one convenient location. Within the digital portal, customers can ask questions about certain pieces of content, and also sign proposals. Additionally, sellers can track content that clients view and interact with, which can indicate which content is driving the most impact.**
>
> **Source: G2 Crowd**

Essentially, DSRs make it easier for buyers to efficiently navigate the buying process. Prospects easily access all information housed in the virtual room, while ensuring each key stakeholder involved in the decision process is consistently in the know.

For sales professionals, they gain real-time information about buyer behavior. With each click made by buyers, data is captured—creating valuable insights into what content the buyer views and how long they view it. Sellers can then make smarter decisions on what to share in the room to further move all buyers through the buying journey.

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Buyers are looking for sales reps to meet them wherever they are, regardless of channel: ecommerce platforms, social media networks, and personal assistants. Buyers then expect sales reps to act as sophisticated, trusted advisors.

Organizations connect with buyers on an average of 10 channels.

Source: Salesforce, <u>State of Sales</u>, 5th Edition, 2023

The Top 10 Reasons to Use a Digital Sales Room

B2B buyers expect sellers to meet them wherever they are online. With a virtual sales room, a seller provides an online portal that enables B2B buyers to locate the content they need when they need it, simplifying the buying process. Sales reps also gain visibility into every step of the purchase journey, empowering sales reps to provide information precisely when it's needed.

Provide prospects with a personalized buying experience
The digital sales room can be tailored to the prospect, such as the prospect's corporate logo, a recorded video greeting from the salesperson, and sales content pertinent to the prospect.

Keep prospects engaged
A virtual room can be used as part of the overall sales strategy. For example, if a prospect hasn't reviewed an asset added to the room, the seller can do more targeted outreach inquiring about the asset.

Build trust with prospects
Sellers are able to meet buyers where they are with a virtual sales room, which centralizes all sales content and conversations via a personalized, digital-first buying experience. Since salespersons are more responsive to the buyer's needs and provide relevant information accordingly, sellers are viewed as trusted advisors by prospects.

Identify new contacts on the buying committee
With 6-10 decision makers in the B2B buying process, a digital sales room captures when a room has been shared and to whom. In the case of Enable Us by Mindtickle Digital Sales Room software, we further enrich the contact's information with a LinkedIn profile link, phone number, and other available information. Sellers now have better insight into the buying committee and their prospective role in the decision making process.

Discover buyer's needs and pain points

With in-depth insights into a buyer's interactions, a salesperson can better pinpoint the buyer's level of interest and purchase intent. For example, if prospects spend more time on a product video or pricing page, they may have questions about the product or pricing.

Respond faster to prospects' needs

Digital sales rooms provide real-time Slack or email notifications on a buyer's activity, such as comments, room shares, and more. A seller can quickly respond, keeping all conversation threads within the virtual room.

Prioritize engaged buyers to speed sales deals

Beyond shortening the sales cycle, a digital sales room enables your team to weed out lost deals quickly while prioritizing those more likely to close. In turn, sales leaders can forecast pipelines more accurately and consistently.

Offer a secure, online space for all collaboration

A DSR offers a central, secure location for prospects to engage with sellers and get the answers they seek without having to go on a scavenger hunt.
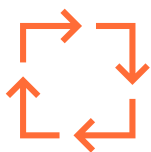
Deliver a more consistent sales process

Since a digital sales room can be cloned or templated based on the sales process (e.g. persona, deal stage, industry), sales can build, personalize, and share rooms that are aligned with the buyer's needs and stage in the purchasing journey. Digital sales room software streamlines the buying process, enabling sales to close more deals.

Increase sales capacity

Sales spend up to 30 hours a month looking for content. Instead of spending time searching for content to share, the salesperson selects the right room template, adds some finishing touches, and sends them to prospects. With this recovered time, sales can focus their efforts on sales opportunities, which can lead to more deals worked and closed.

Propeller Aero Speeds Sales Cycle with Digital Sales Room

Prospects easily view content on the go

COMPANY:

Propeller Aero

SIZE:

175+ employees

INDUSTRY:

Computer Software for Civil Construction, Earthworks, and Mining

LOCATIONS:

Australia, New Zealand, North America, and Europe

CHALLENGES:

Difficulty sharing content with customers who spent most of their time out of the office

Lacked visibility into when customers read and engaged with content

Decentralized content living in the CRM, Google Sheet, Google Drive, and website

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SOLUTION:

- **Enable Us by Mindtickle Digital Sales Room -** create a personalized digital experience to access content from one, single shareable link

- **Enable Us by Mindtickle Sales Content Management** -curate, manage, and share sales content, videos, and more in a single location

- **Out-of-the-box CRM integration**

RESULTS:

- Reduced sales cycle

- Increased conversion rate at top of funnel

- Increased responsiveness between sales and prospects

- Easily manage, access, and share the right content to the right person at the right time

Digital Sales Rooms are 3X more likely to be viewed by prospects than an email alone

7 Key Features When Evaluating Digital Sales Room Software

You're ready to consider a digital sales room, but how do you determine the best solution for your organization? Here are 7 key features you should consider when evaluating virtual sales room and whether Enable Us by Mindtickle is the right solution for your needs:

1. Easily Build Digital Sales Rooms
2. Quickly Find and Share Content
3. Align with Prospects via a Mutual Action Plan
4. Share with a Single, Persistent Link
5. Gain Seller and Buyer Insights
6. Close Deals Faster with eSignatures and Templates
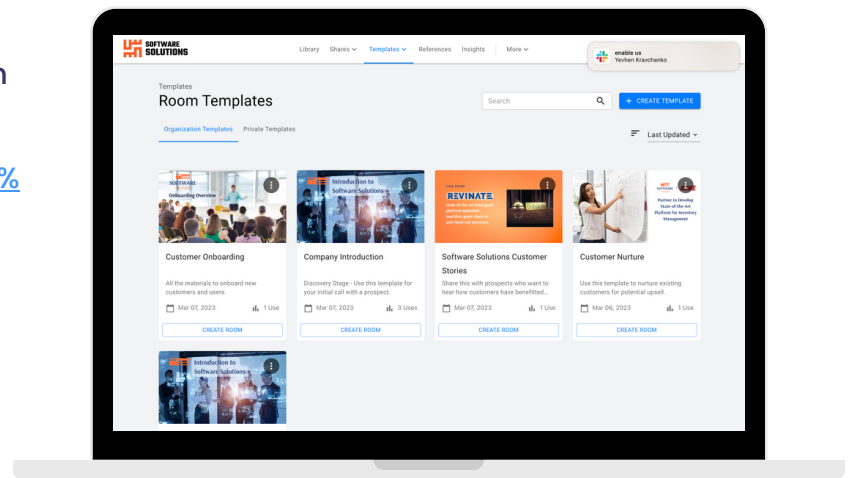7. Integrate with Key Sales Tools and CRMs

1. Easily Build Digital Sales Rooms

Per McKinsey's research, even incremental personalization efforts can yield a competitive advantage. In fact, companies can grow revenue up to 40% faster with personalization than those who don't.

While providing a bespoke online experience based on the prospect's needs is valuable, the process for creating these personalized experiences must be easy for sales. Questions to consider are:

Enable Us by Mindtickle - digital sales room templates

- **Update rooms with brand-compliant images** - How do sellers select pre-approved banners, thumbnails and icons? If an image is updated, will it automatically be updated in the rooms?
- **Add personalized content** - Can sales add a text-, audio-, or video-based welcome message? What type of sales actions can be added?
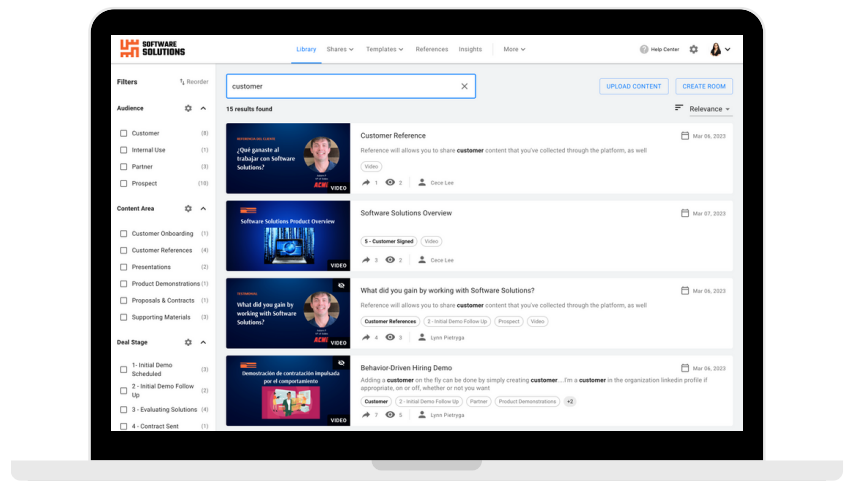
- **Clone or build rooms from templates** - Can you clone a high-performing room or provide room templates for sales to use?

Enable Us by Mindtickle also includes native audio and video recording capabilities, reducing the number of tools sales uses for delivering a tailored experience.

2. Quickly Find and Share Content

"Sales reps spend an average of 440 hours each year trying to find the right content to share with their prospects and customers" - G2 Blog

Enable Us by Mindtickle content search and filtering capabilities

Sales will spend less time finding and sharing content with buyers with sophisticated search and filtering capabilities. When evaluating a digital room offering, consider the following:

- **Easily discover and curate content** - How easily can sales search and find content tailored to the prospect, such as by industry, use case, sales stage, persona and more?
- **Search and filter content** - what criteria is being used for keyword search, such as title, description, full transcript, other? How dynamic is the filtering functionality to help users navigate and find the right content? How intuitive is the search and filtering capabilities for users?
- **View search results** - how can you sort content, such as by shares, views, last updated, downloads, etc?

Enable Us by Mindtickle provides advanced search capabilities that not only looks through title and description, but also full transcripts of text, audio, and video-based assets. Users can filter results based on content attributes tailored to your organization and select top-performing content with a snapshot of content shares, views, and more.

3. Align with Prospects via a Mutual Action Plan

Once a sales deal has reached a certain stage, it's important to keep the deal on track. A spreadsheet-based mutual action plan or project plan can quickly get out of sync with regard to completed or overdue tasks and assignments. Augmenting a digital sales room with a digital mutual success plan further supports sales during the sales process.
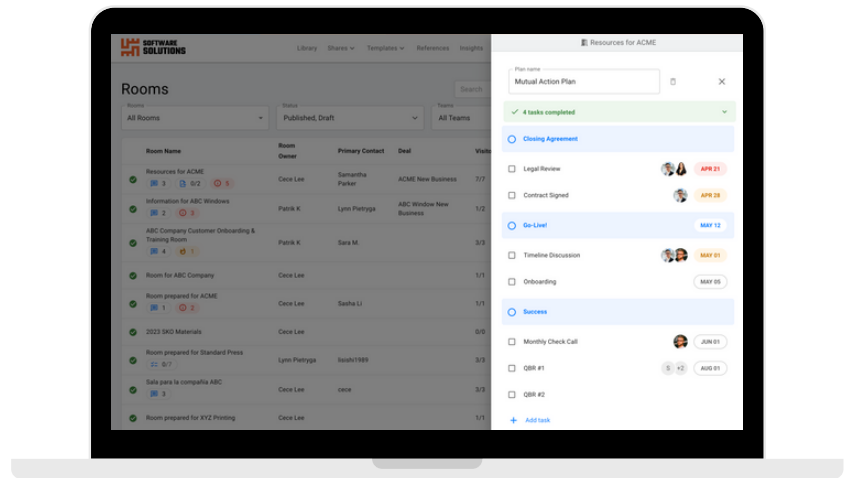
Enable Us by Mindtickle Mutual Action Plan

Determine if the software provides the following:

- **Build Mutual Action Plan templates** - What functionality is there to save and clone mutual action plans?
- **Create and assign tasks and subtasks** - How easy is it to create tasks and add subtasks, assign owners, and add deadlines?
- **Receive task status and notifications**- What type of notifications are provided for completed or overdue tasks? How can sales visually see the progress of mutual action plans for deals?
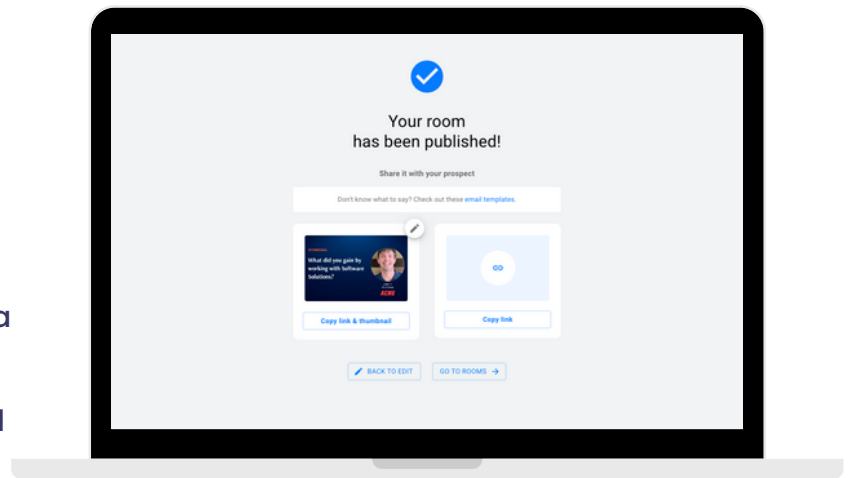
With Enable Us by Mindtickle, our digital sales rooms incorporate a mutual action plan to enable sales reps and prospects to partner on key milestones, dates, and owners to move the process forward. This streamlines the entire process as sellers communicate, collaborate, and partner with key decision makers every step of the way.

4. Share and Collaborate with a Single, Persistent Link

The current buying experience is poor for both sellers and buyers, requiring back and forth via emails and calls. For example:

- How many times does the prospect ask sales to resend the original email or the response to a previous question?
- What attachments did sales send and did it address the buyer's persona, stage, industry, etc?
- How often do new stakeholders enter the process and have to be caught up on what's been shared?

Enable Us by Mindtickle - share a room link

Unlike an email inbox, digital sales rooms are a persistent, online portal for interactive sales collateral and conversations related to the prospective purchase. Instead of shifting through numerous email chains to find a single attachment or response to a question, the ability to share an evergreen link to the room makes it easier for sellers and buyers throughout the buying process.

Key features to consider:
- **Create and share persistent links** - What happens to the link if you update or add more content into the digital sales room? Do you have to resend the link to your prospect(s)?
- **Send a single link to multiple prospects** - how does the tracking work if a single link is sent to multiple email recipients?
- **Set and receive real-time notifications** - what type of notifications are sent when a prospect visits or shares a digital sales room? How are these notifications delivered?
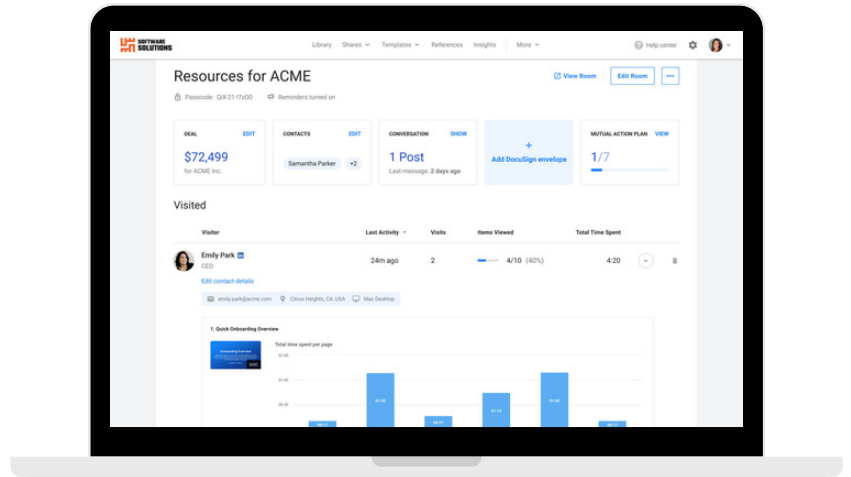
With the Enable Us by Mindtickle Digital Sales Room offering, all important sales content and communications are now available via a single, online microsite. This reduces the back and forth, simplifies the content sharing process, and improves the overall buying process for both seller and prospects.

Beyond making it easier for your buyers, a single, evergreen link keeps your data and analytics intact, which we'll cover in more detail in the next section.

5. Gain Seller and Buyer Insights

Currently, sellers send emails with multiple attachments to buyers. While sellers can see when an email is "opened" or link "clicked", there's minimal visibility as to what was read, for how long, and if the email was forwarded. We call this the black hole of buyer analytics.

Enable Us by Mindtickle - digital sales room analytics

- Did the email recipient truly review the documents?
- Did the person forward the email? If so, to whom and what is their role?

With a virtual sales room, you now know if prospects are clicking on the links and reviewing the content with in-depth analytics on visits, views, shares, and more. This provides insight into how engaged your prospects are during the buying process. In addition to buyer analytics, you also gain insights into how sellers are effectively using DSRs to engage their buyers, which deals are progressing or stalling, and which deals are at risk.

When evaluating digital sales room software, keep both seller and buyer analytics in mind:

- **Get seller-specific insights** - Are you able to segment data by individual, sales team, or region for sales performance analysis? How many virtual rooms have been created and what percentage of deals have rooms?
- **View and analyze buyer-specific insights** - what type of buyer engagement stats are available such as what buyers click, view, and share? When rooms are shared, does the DSR platform automatically enrich data with full name, title, phone, LinkedIn profile, and more?

- **Access room analytics dashboard** - Can you access an at-a-glance view of room visitors, number of visits per contact, and time engaged? What type of content engagement stats are available, such as which content is viewed, which pages or slides were viewed, or how much time spent on each page, video or presentation?

Unlike some providers, Enable Us by Mindtickle provides in-depth room insights on both seller and buyer engagement and behavior. We provide sales reps with comprehensive buyer and content analytics. They can view the buyer's interactions and level of engagement, gaining visibility into which resources and content resonate well with that prospect.

This enables sales to better forecast and prioritize opportunities based on recent buyer activity. With our at-a-glance dashboards, sales leaders can review individual performance, identify trends of what's working, and uncover coaching/training opportunities.

For example, if a rep notices a buyer routinely views customer testimonials but tends to gloss over sales decks, they can share more testimonials to keep the buyer engaged. And with real-time email or Slack notifications, sales is more responsive to prospects' questions and needs. In fact, using customer behavior insights enables organizations to outperform peers by 85% in sales growth and over 25% in gross margin.

6. Close Deals Faster with eSignatures and Template

Whether it's a NDA, SOW, or contract, you want to ensure that document signing doesn't slow down deals. Yet, the signing process hits a roadblock. Documents have to be signed to a third-party tool or require wet signatures. If signing digitally, only certain individuals have access to the online document signing software and providing licenses to every sales person is cost prohibitive.
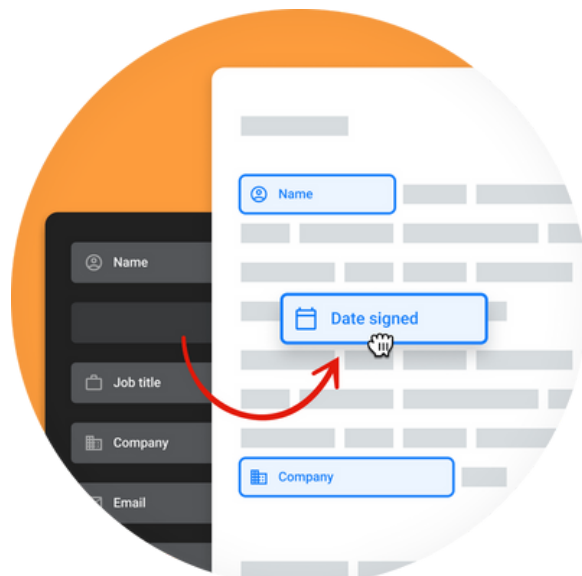
By offering native or integration with eSignature tools within the DSR, the process can be streamlined, enabling sales to create and share documents to be securely signed.

- **Create and configure signable documents** - How easily can default fields for company, signature, date signed and more be added to a document? Can signable documents be created from a template?
- **Ensure verified signers** - What is the process to ensure only verified individuals can securely view and add digital signatures? What access is provided once a document is signed?
- **Get notifications** - What type of notifications are provided during the document signing process, such as document viewed, signed or completed?

With our digital sales room, eSignatures functionality comes standard with our digital sales room software. Sales organizations have one less sales tool to purchase and can ensure a consistent process with signature templates.

7. Integrate with Key Sales Tools and CRMs

Syncing the digital sales room tool with your CRM and sales tools eases the sales process for building sales rooms for deals and key contacts. Because digital sales rooms capture invaluable deal data and activity, this information can sync with your existing platforms for forecasting and reporting purposes. Content and recordings from third-party platforms can also be imported into the virtual room to ensure a single place for all deal content.
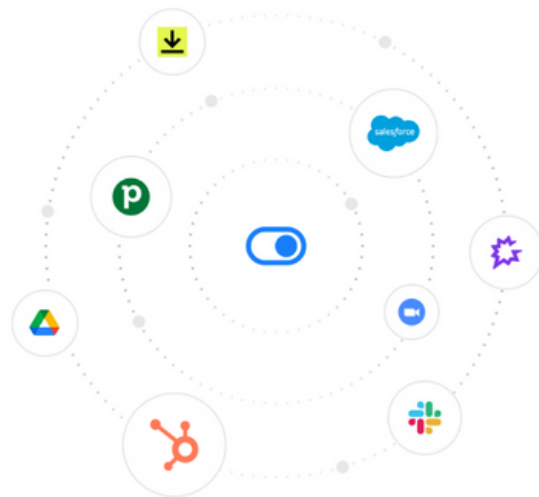
- **Sync data with out-of-the-box CRM integration**- Which CRMs are supported? How are activities, contacts, and accounts/organizations synced?
- **Integrate with other sales tools** - Which sales tools can be integrated with the platform? What information is synced with the digital sales room?

Our digital sales room can tap into your existing sales process and tools. With our Chrome extension, room links can be inserted into email messages or CRM sequences. Get a full picture of your prospects with all engagement activity automatically logged into your CRM, easily add demo recordings from your meeting platform, include a link to your online scheduling tool, and more. Learn more about our digital sales room integrations.

Digital Sales Rooms - An Integral Part of the Sales Tech Stack

Digital sales rooms are the modern sales experience your buyers have been waiting for. Many stakeholders are involved with key purchasing decisions, which means there are more opinions that impact the process. Now, buyers have access to greater information than ever before.

> **Sales organizations must be able to sell to customers everywhere the customer expects to engage, interact and transact with suppliers.**
>
> **Gartner**

The digital sales room has simplified the selling process for sellers and buyers alike. In a world where buyers connect worldwide, both parties must have their own space for engaging conversation and content-rich experiences. Digital sales rooms bridge these gaps, making buying and selling easier than ever before.

With the ability for today's buyers to access multiple online channels, collaborate with many stakeholders, and utilize more customized touchpoints, the buyer journey is no longer a linear process. Sellers must connect with buyers in a streamlined fashion to deliver unique, distinct experiences every time. Digital sales rooms are the place to do that.

About Enable Us by Mindtickle

Designed with buyers in mind, Enable Us by Mindtickle redefines digital B2B buying experiences for sellers, buyers, and customers. We offer a Digital Sales Room solution empowering sellers to build digital buying experiences that engage buyers and get deals done faster. Sellers curate relevant content, mutual action plans, and signable documents tailored to the prospect's needs.

With Enable Us by Mindtickle, you can improve sales efficiency, accelerate revenue growth, and deepen customer relationships with a secure, configurable Digital Sales Room that integrates with your other sales and marketing tools. As your trusted partner, we get your teams up and running within hours through our great customer support, ease of use, and user adoption.

Digital Sales Room Leader According to G2 Crowd

For the past five quarters, Enable Us by Mindtickle has been recognized as a leading digital sales room provider by G2 Crowd, the world's largest tech marketplace and on a quarterly basis, recognizes top-performing software companies based on over 1.7M authentic customer reviews.

☆ High Performer in Sales Enablement - Overall, SMB, and MidMarket for 5 quarters
☆ DSR Momentum Leader for 3 quarters

As of Q1 2023, we've processed over $6 billion of deals across 17,000 plus digital sales rooms on our platform. Per our customers, they have experienced sales deals closing 20-40% faster since using Enable Us by Mindtickle.

Schedule a demo with us to learn how Enable Us by Mindtickle Digital Sales Room can help your business grow.

Contact:
www.EnableUs.com
sales@enable.us

The Digital Sales Room Buyers' Cheat Sheet

You're ready to make the buying process easier for your sellers and buyers. Here's a list of questions that will ensure that you get the right digital sales room software to support your sales efforts.

HOW EASY IS IT TO BUILD DIGITAL SALES ROOMS?

- [ ] How do you ensure brand-compliant images are used?
- [ ] How can sales easily add personalized content or sales actions?
- [ ] What is the process to clone a room or build a room from a template?

WHAT ARE YOUR SEARCH AND FILTERING CAPABILITIES?

- [ ] What content search and filtering options are there?
- [ ] How easily can sales find the right content to share?
- [ ] What sorting options are there for viewing content search results?

WHAT TYPE OF INSIGHTS DO YOU PROVIDE ON SELLERS & BUYERS?

- [ ] How detailed are your seller-specific analytics to determine performance?
- [ ] What type of buyer engagement stats are available to determine deal status?
- [ ] What information is available on your DSR dashboard?

WHAT MUTUAL ACTION PLAN FEATURES DO YOU OFFER?

- [ ] How can I save and clone mutual action plans?
- [ ] How easy is it to create tasks, assign owners, and add deadlines?
- [ ] What type of notifications are provided for task status or deadlines?

HOW ARE ROOMS SHARED WITH PROSPECTS?

- [ ] Can I send a single link to multiple recipients?
- [ ] Is the shared link one-time use or evergreen?
- [ ] What settings are there for receiving notifications?

WHAT FUNCTIONALITY DO YOU HAVE FOR SIGNING DOCUMENTS?

- [ ] How can I create and configure signable documents in the room?
- [ ] How do you ensure only verified signers can view and sign documents?
- [ ] What type of notifications do I receive during the document signing process?

HOW DOES YOUR DIGITAL SALES ROOM INTEGRATE WITH CRMS OR OTHER SALES TOOLS?

- [ ] How are contacts and activities from the DSR synced with my CRM?
- [ ] What other sales tools do you integrate with and how is that info synced?

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Accelerate Your Sales Deals with Enable Us by Mindtickle Today