



DRIVING RAPID GROWTH WITH SIMPLE, RELIABLE DEMOS

Challenge

Fast-growing businesses almost always share certain traits – things like forward-thinking employees, a ruthless attention to detail and an ability to stay ahead of the curve. Contently is no exception: since creating an award-winning content marketing platform, the company has relied on top talent like Dustin Abanto, Director of Sales Development and Operations to build and support a diverse client portfolio of the world's biggest corporations and rapidly growing start-ups. To succeed, Dustin's team needs a dynamic communications tool that can be used quickly and easily by prospects across the globe. As Dustin says, "Nothing is worse for credibility if you can't get a demo tool running. Consistency is so important, because you might not get another shot." That's where **join.me** comes in.

Solution

Using **join.me** has added unwavering reliability to every step in Contently's sales cycle, from product demonstrations to onboarding and troubleshooting.

- **Worldwide Coverage:** Contently teams rely on superior call quality when connecting with global clients.
- **Simple and Streamlined:** With no additional software to download, clients can enter meetings in just a click, even from behind corporate firewalls.
- **Powerful Presentations:** From showcasing platform updates to product training to sharing relevant case studies, **join.me** gives Contently deeper engagement with customers throughout their relationship.
- **Custom Controls:** Personalized URLs allow sales reps to easily transition from a call to a screen share, while pass presenter enables customer support specialists to seamlessly take control when a customer needs help.

Results

From the first sales call to long-term customer support, **join.me** has become an essential part of how Contently does business – it's so routine at this point, everyone on Dustin's team has their unique URL and meeting code memorized and ready to use anytime a client or prospect needs it. **join.me's** balance of simple, intuitive features and consistent performance has been an integral tool as Contently achieved an impressive 3000 percent growth over the last three years.

Want to learn more about how join.me can help you show work who's boss? Request a demo or call us at 1-877-251-8373.

Contently

Industry: Software

Headquarters: New York

Number of Employees: 120+

"In sales, you're always battling the time you have blocked off with your prospect. If you waste any time on technology problems, right there you've increased the length of your sales cycle."

– Dustin Abanto, Director of Sales Development and Operations