

Arterys Reduces Ramp-up Time and Delivers Knowledge to a Remote Sales Org



+100

EMPLOYEES

**Medical
Technology**

INDUSTRY

arterys.com

WEBSITE

Arterys is radically transforming the world of medical imaging through an automated and intelligent diagnostic platform. The company is tackling major issues in the space for both patients and clinicians by leveraging data, AI and technology. With offices in San Francisco, Calgary and Paris, Arterys is solving some of radiology's most pressing needs across 28 countries.

Communicating real-time knowledge with a remote workforce

At Arterys, it's essential that sales reps always have the most up to date information. For them, it's not simply a "nice-to-have," it's a necessity for compliance. But, with an ever-expanding product, multiple applications to manage and a remote workforce, onboarding and distributing information in a way that's both timely and easily digestible is extremely challenging.

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"Let's be honest. No matter where you work, not all your reps will go through and bookmark that awesome wiki page you made," said Michael Lonsinger, the Sales Operations Manager at Arterys. "This means they either won't know where to find the information they're looking for, OR will be sending questions to Sales Ops on a weekly basis." Both of which greatly impact productivity for Sales and Sales Ops teams.

"Our SaaS product and the tools we use to sell that product are incredibly complex," Michael said. "We have reps joining us from all different backgrounds to sell a product that really requires some level of industry knowledge. So, it's critical that we get them up to speed as quickly as possible."

- ✓ Decrease ramp-up time for new hires
- ✓ Embed knowledge when and where his sales reps need it
- ✓ Ensure reps are always using the most recently approved collateral and messaging
- ✓ Easily communicate product updates to a remote sales team

"When I joined the company, we had a basic onboarding doc with a demo script, but because our product has regular monthly updates, it was constantly outdated," said Michael. "Any training materials we had were buried in different Google Docs and difficult to locate. I wanted one source of truth to enable my reps to quickly answer questions on their own and that's when I found Spekit."

Transitioning from static docs to cross-platform, contextual knowledge

Michael broke down all of his documentation and training into bite-sized Speks that he embedded across the Arterys product and the apps his team uses. Now, instead of digging for answers, a simple search or click by his reps provides the latest information.

"Before Spekit, I'd have to sit down with each new rep on a regular basis for two months to help them practice their demo," Michael said. "After implementing Spekit, reps literally had all information about our platform at their fingertips. Before Spekit, our last hire took about 2-3 months before they were comfortable giving a demo. Our most recent hire after our Spekit implementation was comfortable giving a demo within 30 days. Overall, my time spent onboarding new reps decreased by 50%!"

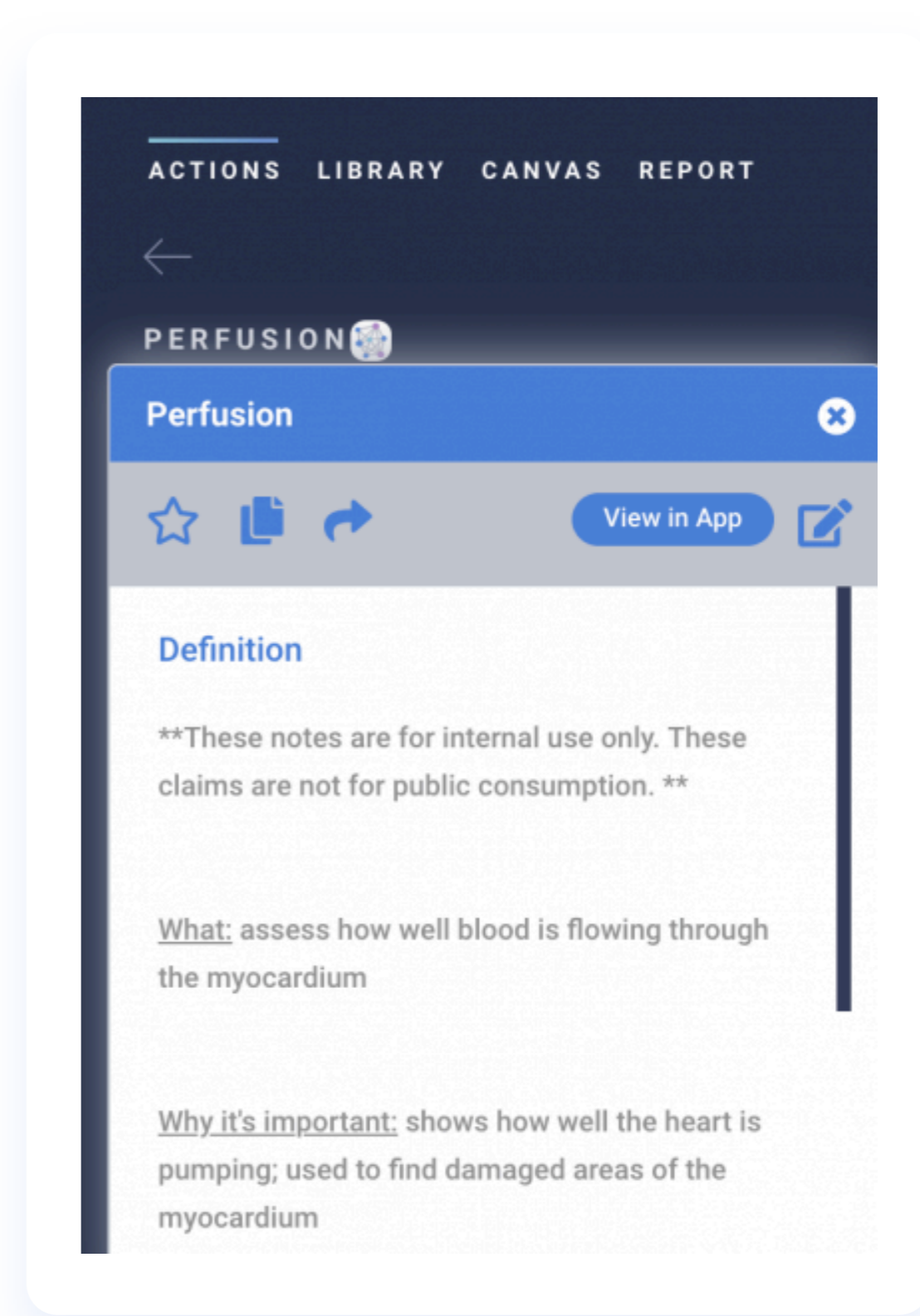
50% DECREASE IN TIME SPENT ONBOARDING NEW SALES REPS!

As he explained, "prior to Spekit, I'd meet with each rep to learn about, for example, Perfusion, then have them tell me why it's important. It's a game changer to enable my reps with the ability to highlight any feature directly in the Arterys platform, see what it means and how it's used in the real world."

"Now, as they're practicing, the minute they get lost, they can hover over a Spek and have an answer. When they hop on a demo, they can quickly switch off the Speks to sail through with all of that fresh knowledge in their head," said Michael.

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Michael Lonsinger
SALES OPERATIONS MANAGER,
ARTERYS



Staying on top of marketing and product releases

Arterys also uses Spekit to communicate product releases and share updated marketing collateral with the sales team. Leveraging the Spekit Chrome Extension, Arterys can notify the sales team of any documentation changes and only provide access to the most recent version of a given document. This ensures reps are always using the most relevant, approved, and up to date marketing materials.

My day went from answering question after question from reps to saying "oh, did you check Spekit?" It went from basically me individually training each rep to reps training themselves in the moment!

Michael Losinger
SALES OPERATIONS MANAGER,
ARTERYS



"I'd absolutely recommend Spekit to any company with a growing sales org and a lot of knowledge to share!" Michael said. "For me, it was a complete 180-degree shift on the sales enablement side. My day went from answering question after question from reps to saying "oh, did you check Spekit?" Now, they know to automatically check Spekit first. It went from basically me individually training each rep to reps training themselves in the moment!"



Ready to get started? Request a demo

spekit.co/demo

