



## Argen shortens sales cycle with Showpad

### About Argen

The Argen Corporation is a leader in dental alloys, dental zirconia, digital dentistry and scrap refining services. The company is the largest dental alloy manufacturer in the world, offering over 600 precious and non-precious alloys in more than 100 countries, with subsidiaries in Canada, China, Germany and the United Kingdom. Argen's innovative digital services provide digital solutions to dental laboratories of all sizes.

### Challenges

To support its large and extensive line of products, Argen needs to continually evolve to meet the expectations of its sophisticated roster of clients. In order to meet those expectations, the company recognized that its sales team needed a new way to operate. Needs included:

- Providing a centralized platform for salespeople and internal support teams to access and maintain up-to-date marketing and sales collateral including technical product information
- Reducing the time sales wasted searching for content in folders and email archives

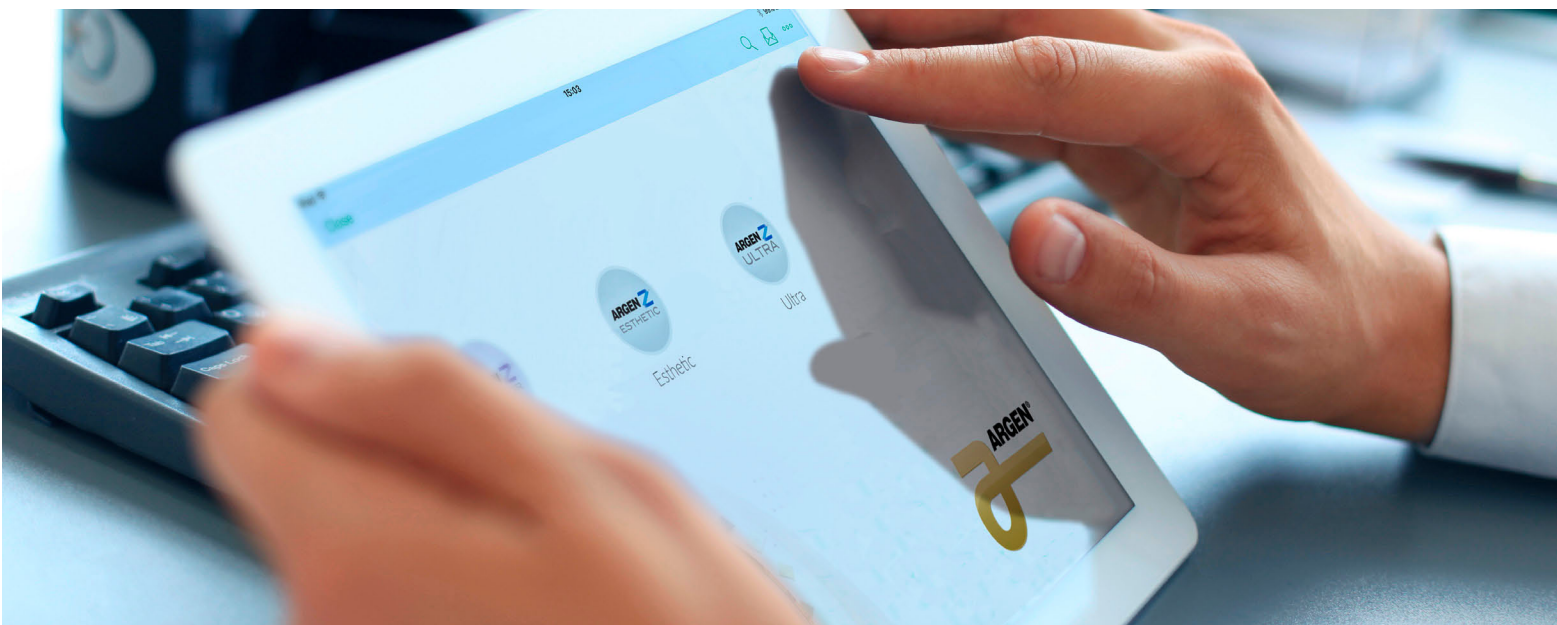
- Enabling sales to understand customer engagement and create follow up appointments based on the customer's interest and needs
- Making it easier for salespeople to tailor presentations for specific customers

Argen also wanted to minimize the risk of sending outdated material to customers by making sure their sales people could instantly send the most relevant content, directly from the platform, eliminating the need to save content locally.



**About Argen**

- **HQ** San Diego, CA, USA
- **Founded** 1963
- **Industry** Medical Devices
- **Employees** 200–500





## Solution: Showpad

After exploring different options, Argen selected Showpad's sales enablement and content marketing platform. Standout features that impressed the organization's leadership team included Showpad's:

- Easy-to-use and intuitive user interface to promote adoption and usage
- Capacity to help sales teams collate, distribute and update collateral across the organization
- Support for both legacy business processes, as well as new approaches and best practices
- Built-in multimedia features to help sales teams rapidly learn about complex product specifications and features
- Simplified sales pipeline tracking and management
- To date, more than 70 Argen employees are using Showpad, which includes the entire sales team along with the marketing, international, customer care and digital support teams. Additional users are onboarding at a pace that the organization's leadership calls "lightening speed"

*"Top sales performers always know a winner when they see one, and they immediately recognized Showpad as a powerful and valuable sales tool."*

Ashley Skitt  
Marketing Manager – Argen



"Within two months of implementation, more than two-thirds of our sales team was using Showpad daily on their desktop, iPad and iPhone – and often interchangeably," explained Ashley Skitt. "Even more exciting was the fact that the fastest and most enthusiastic adoption was from our highest performing sales professionals."



### RESULTS

Thanks to Showpad, Argen has measurably:

- Streamlined its sales process
- Shortened its sales cycle
- Improved customer satisfaction levels

"To help our organization evolve, we needed a solution that was simple, bold and comprehensive," said Ashley Skitt. "Showpad's unified digital media platform achieved all these in a single solution. It has streamlined our sales process, dramatically increased simplicity, and put us on track for continued success."