



## WriterGirl

**Location:** Cincinnati, Ohio

**Industry:** Healthcare Content Services

**Website:** <https://www.writergirl.com/>

WriterGirl creates healthcare content that helps their clients reach their audience, build their brand and prove their expertise.



### Salesforce Contact

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Account Executive

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### How did the client or opportunity come about?

In recent dialogue with my active clients, I had a check-in to explore their goals and priorities for the year ahead. From hearing their growth plans and unpacking their challenges, I ascertained their requirement for a new project management tool.

### How did the client discovery period go?

I first started on the AppExchange, and while there are several project platforms available, Mission Control checked all the boxes.. I then reached out to the Mission Control team and worked closely with them to collaborate on the client's requirements.

### How did the client discovery period go?

It was a fairly lengthy sales cycle, close to four months. We performed a robust business needs analysis and recognized they could benefit from a variety of other services, including Communities (Experience Cloud). These add-ons would help them build more customer-connected digital experiences.

WriterGirl trialled Mission Control and was impressed. Ben from the Mission Control sales team helped me with a lot of enablement resources along the way. One of the keys in delivering an exceptional CX throughout the process was the dynamic Quip document we shared. All parties, Salesforce, Mission Control and WriterGirl, were kept in-step throughout the deal cycle. The Quip document housed their original requirements, their wishlist, challenges, current tech stack state, stack integration plan, roles and responsibilities, timings and dynamic Q&A. All of which could be updated in real time creating a feeling of trust and accountability.



### What helped you close the deal?

Two things. First, the free trial. It was critical that they physically saw what they were theoretically promised. And luckily, in this case, it absolutely was a match.

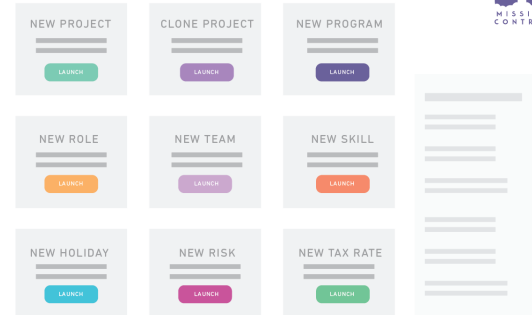
Secondly, Mission Control was able to provide a stellar customer reference. WriterGirl was consolidating their time tracking, data management, project management and billing into one tool. A mini digital transformation if you will. It was absolutely integral that they felt assured. The trial and strong reference definitely provided that confidence.

### Learnings

One key learning from the trial process was the impact of demo customization. The original Mission Control demo was understandably very topline. They liked it but it didn't initially resonate. We then pressed them further on what they really needed. Once we had a deeper understanding of those requirements we demoed again shortly after and matched feature to requirement. We showed them step-by-step how each current system and process would be replaced by Mission Control.

I can't overstate the importance of asking the right questions early so you can present a solution in the most relevant light.

### THE CONSOLE



GET A FREE TRIAL

REQUEST A DEMO

SALESFORCE TOOLKIT

[www.aprika.com/mc](http://www.aprika.com/mc)