

“ Mindjet is an integral part of the sales process at AscendWorks and with good reason. It has helped our company make hundreds of thousands of dollars. ”

—Don Dalrymple, President and Senior Advisor

# AscendWorks earns trust of prospective clients and increases bottom line

## About AscendWorks

### INDUSTRY

Business Consulting

### LOCATION

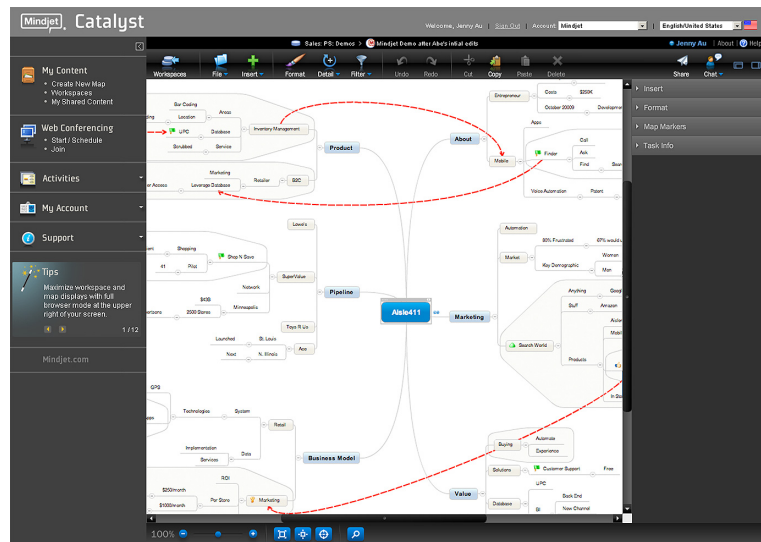
Austin, TX

### CHALLENGE

- Information intended to provide a business advantage can be a liability due to information overload. AscendWorks faced the challenge of prospects paying less attention because they have much more information to process
- In today's selling process, the first order of business for AscendWorks' top notch salespeople isn't to sell a product or service, it's to convince their prospect that they are looking to buy
- AscendWorks needed to cut through the clutter and quickly grasp the most important material

### SOLUTION

- Mindjet® solved the problem of information overload by bringing laser-like focus to meetings. Tools like PowerPoint lacked the ability to connect as effectively
- Mindjet acted as a universal translator, connecting prospects with AscendWorks employees and clarifying their options



If you spend more than a few minutes discussing business with Don Dalrymple, President and Senior Advisor of AscendWorks, there's a very good chance he will launch Mindjet Catalyst™ and begin diagramming the conversation. It's not just that Dalrymple is enamored with Mindjet Catalyst and its capabilities; he's fascinated with the art of business communication and how successful communication can facilitate sales. "Mindjet is an integral part of the sales process at AscendWorks and with good reason," according to Dalrymple. "In the few short years our company has been using Mindjet, it has helped our company make hundreds of thousands of dollars."

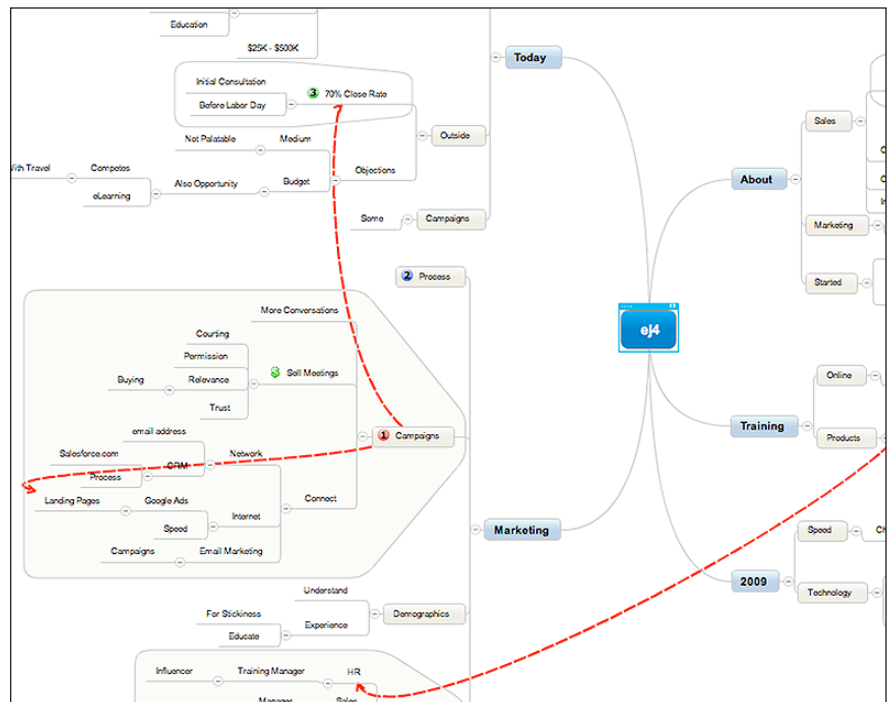
AscendWorks is a Texas-based business consultancy that works with organizations of all sizes to improve business performance through a combination of technology, processes and training. Their business is helping other businesses, specifically improving their clients' marketing, service operations, and sales results.

The AscendWorks business philosophy is predicated on the fact that more than 80% of today's workers are in the service industry. Unlike commodity sales such as shoes or books, the acquisition of intangible services typically requires a face to face meeting. The goal of that meeting is to establish trust.

"I tend to focus on business problems as process issues to be resolved," said Dalrymple. "Businesses today face a number of interesting challenges. For one, information overload is real. There is a distinction between information and knowledge. Where information used to provide a business advantage, today it can be a liability. People pay less and less attention today because they have so much more information to process. As a result, today's business culture needs to cut through the clutter and quickly grasp the most important material. Mindjet Catalyst solves this problem by bringing laser-like focus to the meeting; tools like PowerPoint lack the ability to connect as effectively.

"Another problem is a selling process inherited from commodity sales. Today's best salespeople know their first order of business isn't to sell a product or service; it's to convince their prospect that they are looking to buy. When sellers meet with buyers, good things happen. When salespeople meet with mere prospects unprepared to buy, their batting average goes way down. By clarifying issues and building trust between buyer and seller, Catalyst builds a bridge between the two parties; making them partners and not adversaries. We have experienced this firsthand repeatedly."

"Another sales impediment comes down to individual learning styles," continued Dalrymple. "There are two kinds of people. Macs vs. PCs, if you will. There are people that learn by reading and there are people who learn by listening. If I walk into a sales meeting with a deck full of slides and statistics, I'm only engaging half of my audience. If I make the presentation solely a conversation without supporting materials, then I've lost the other half of the room. If you don't address both audiences, both learning styles, you are selling with blinders on. This challenge evaporates with the use of Mindjet Catalyst. I've never met an individual who couldn't quickly grasp the visual markers that Catalyst brings to the table. Mindjet Catalyst



acts as a universal translator between the PCs and Macs in the room; It clarifies and connects."

In one case, an AscendWorks client incorporated Mindjet Catalyst as a mandatory part of the sales process; one that was designed to address all of the concerns articulated above. In just 30 days they more than tripled their sales, moving revenue from \$24,000 to more than \$90,000.

"Simply put, our business is to help our clients increase their sales. Mindjet Catalyst has been a critical component in this process. It worked so well initially for AscendWorks in our sales process that we began training our clients on how to incorporate Catalyst into their sales approach. By solving sales processes around clarity, brevity and trust, Catalyst has become an indispensable tool in our tool belt."

AscendWorks utilizes Mindjet Catalyst to tackle the newly-emerged challenges of the attention economy. "It's ironic that the ease of communication and the access to myriad expert information hasn't greased the wheels of business in the ways that everyone assumed," said Dalrymple. "What it did was create an orthogonal problem. Good information isn't a business differentiator any longer because virtually everyone has access to the same information at the same speed. What makes today's business successful is how

quickly they can move from information to action. Mindjet Catalyst plays a vital role in helping companies make that transition."

In addition to his experience with Catalyst, Dalrymple has also been impressed with Mindjet the company. "There's an attention to detail combined with elegance and good design that reminds me of Apple," he said. "Without having to ever communicate with the company, you can tell what's behind it based on the product experience. I see that impression every time I use Mindjet Catalyst in front of someone new. At a high level, they immediately see the value, and when they start using the product, they are drawn in by its simplicity and design."

According to Dalrymple: "The bottom line is that our business is more successful because of our use of Mindjet Catalyst—hundreds of thousands of dollars more successful. It separates us from our competition both philosophically and pragmatically. AscendWorks wins business because of the experience we deliver to our clients and prospects when using Catalyst. We, in turn, share that expertise with our clients. It's a virtuous circle where more companies approach sales in a manner that is proven to be far more effective than PowerPoint, Excel or any other traditional presentation tool."

## RESULTS

- **When salespeople meet with mere prospects unprepared to buy, their batting average goes down. Mindjet built a ridge between AscendWorks and its prospects by making them partners and not adversaries**
- **Mindjet has become an integral part of the sales process and has helped make hundreds of thousands of dollars for AscendWorks**
- **The use of Mindjet Catalyst inside AscendWorks separates the company from its competition both philosophically and pragmatically, enabling the company to sign more new clients and increase its bottom line**