



crank[®]
wheel





What is



crank
wheel





Company

Founded February 2015

Based in Iceland

Bootstrapped

Profitable operations since founding year

7 member team

1000s of commercial customers



Founders

Jói Sigurdsson, CEO

10 years at Google

Led technical teams on Google Desktop,
Toolbar, Chrome

10 years doing startups

Gilsi Sigvaldason, CCO

18 years complex sales - software,
telecoms, insurance, banking

Inside sales specialist





Always-works screen sharing

Screen sharing that always works

Any device, any browser, no download

Over 99.9% browser compatibility, also on mobile



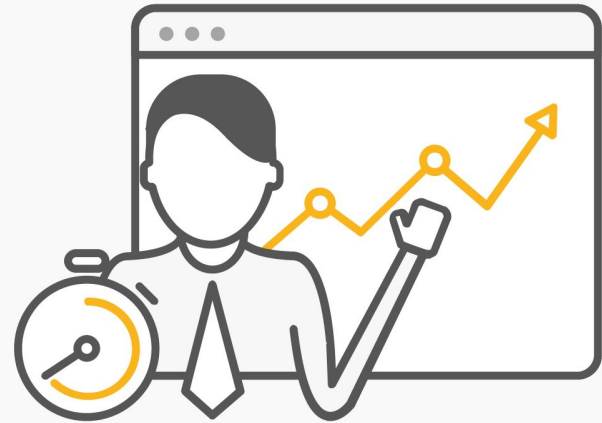


Instant Demos

Lead capture to take prospects from web page or email campaign to phone call and screen sharing

Instantly respond to customers for much higher conversion

Also allows scheduling for later





Use case: Telesales



Used by many yellow pages and digital marketing agencies in telesales.

Script goes something like: “Oh, hello Mrs. Small Biz Owner, I suppose you would like more foot traffic / bookings / etc.? Well it just so happens I’ve put together a website/FB campaign/AdWords campaign for you, would you like to see it?”

At this point, CrankWheel is used to screen share and the conversation can go for 10, 30, 60 minutes as you modify the campaign with the user watching, then end the call with a request to purchase.



Use case: Inbound

The Salesgenie logo, featuring the word 'salesgenie' in a bold, lowercase, sans-serif font. The 's' is green, and the rest of the letters are dark blue. A registered trademark symbol (®) is located at the top right of the 'ie'. The logo is set against a background of a large, faint, light blue gear shape.

salesgenie[®]

Used by SaaS companies and various other inside sales organizations for inbound leads. Instant Demos lead capture form is embedded on their website.

Leads enter their phone number first, then further details. As soon as the phone number is submitted, all agents see the lead request come in as a notification on their screen and optionally a text message on their phone, and grab it first-come, first-served, leading to very low response times.

We are seeing sub-minute response times during working hours in many customer organizations.



CrankWheel

Questions? Email info@crankwheel.com