

Crikle disrupts digital sales and rivals Zoom

Based in London, Crikle launches its new sales consultation and conversion platform to rival Zoom, Join.me, and Teams, with a slicker UI delivered by a secure browser-based application.

The startup's browser-based application intends to transform the guided selling experience in the age of remote selling. To enable this, Crikle offers a secure platform that organisations can white-label to deliver an optimised, branded digital buying and selling experience for clients.

For 100,000s of salespeople in industries such as real estate, home improvement, advertising, bespoke travel, event management, art and antiques or wedding planning, in-person, guided selling is the only way to convert high-value leads. But amid the COVID-19 pandemic, many businesses have had to transition to remote working practices so face-to-face selling may soon become a thing of the past.

“Even before COVID-19, many businesses were attempting to reduce costs by increasing their reliance on office-based or remote sales teams. We created Crikle to address the fact that technology

had so far failed to mirror the guided sales environment in the online world, leaving salespeople battling with unreliable, low-quality and archaic presentation solutions. We couldn't have predicted the COVID-19 crisis, but we're delighted that our product is already solving challenges faced by businesses in today's social distancing work environment." – Diwaker Singh, Founder and CEO, Crikle

Sales are known for relying on face-to-face meetings in order to secure the next sale or a new client, thriving on in-person interaction, whether formal or informal.

"We've been using Crikle for two weeks now and have found it to be an invaluable tool to drive sales forwards in an intuitive, professional and efficient way, during this period of lockdown. This is clearly the way things were moving prior to COVID-19, but now Crikle has become a vital tool we couldn't manage without, and I'm certain it will continue to be the case after this crisis passes." – Angus Burnett, Director, Parking Pros

Crikle is available as a white-label solution, allowing salespeople to present,

communicate, collaborate and sell from their own platform and create professionally-branded customer sessions within minutes. Crikle allows users to incorporate existing presentation decks, creating new slides, sharing videos, images and interactive maps, and capturing customer feedback – either via private notes or recorded audio – as they go.

“I was recently introduced to Crikle to evaluate the platform for virtual presenting. I have tested several systems including Zoom, Join.me and others but Crikle gave me everything I could want and more. This company is truly at the cutting edge of online presenting and it’s come at a time when this type of system is seriously needed by businesses. The system allows you to upload slide decks and create new slides on the fly, without your client seeing what you’re doing ‘behind the scenes’. One of the best features is the ease with which clients can join meetings – they’re instantly connected with one click without the need to download anything.” – Rick Luppino, Managing Director, Suburban Windows

Crikle is currently privately invested primarily by its founders, and there are immediate plans for a raise in 2020.

“Crikle’s remote sales platform has been a fantastic key addition for Optiplan, ensuring our clients from

start to finish, have a safe, informative, and responsive experience, enabling them to achieve their dream kitchens. After making our first sale using Crikle, we've rolled it out across the business.” – Mustafa Ghaddar, National Head of Showrooms, Optiplan Kitchens

<https://www.youtube.com/watch?v=SOQoaN3meAY>

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