

Mindtickle Sales Enablement for Continuous Learning

To compete in today's economy — where new products, competitors, and disruptions appear daily — organizations need the ability to continuously improve the readiness of their sales teams. But while most companies put a lot of emphasis on initial seller onboarding, few put sufficient focus on ongoing learning and ensuring that reps consistently apply knowledge in the field.

When sales teams don't reinforce knowledge consistently, salespeople don't use it. According to Gartner research, B2B sales reps forget 70% of information within one week of training without some form of reinforcement.

This problem is compounded by the number of changing variables in a seller's life: products, markets, sales strategies, regulations, and so on. Salespeople constantly need to adapt, but it's really hard without your help.

Make sales training continuous and current.

With Mindtickle, modern sales enablement teams can evolve from a one-and-done onboarding approach to a continuous learning culture. Mindtickle empowers sales organizations to onboard new reps and always ensure that both new and existing reps are able to meet evolving market needs.

Leaders can build continuous learning programs based on the Ideal Rep Profile™ (IRP) — a metric that isolates the behaviors that win deals — to create content that specifically targets the skills and behaviors that make a difference to revenue outcomes.

This means that both new and existing reps will be armed with the most current enablement and skills to help them win deals.



Three-quarters of employees say their existing training and knowledge functions are inadequate for their needs.

—[HBR](#)

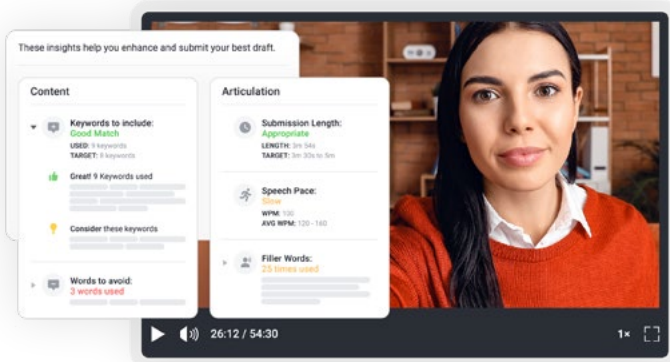
To create a culture of continuous learning where salespeople are always up-to-date, sales teams need to:

- Continuously hone and adapt skills to changing needs.
- Tie enablement programs to revenue outcomes to understand the impact of their efforts.
- Customize ongoing learning to individual seller needs.

Use Case Guide: Mindtickle Sales Enablement for Continuous Learning

Hone key skills.

Each seller has unique strengths and weaknesses, so individualized attention is required to hone the skills that matter. Mindtickle makes it easy for enablement and front-line managers to identify and remediate skill gaps on an ongoing basis.

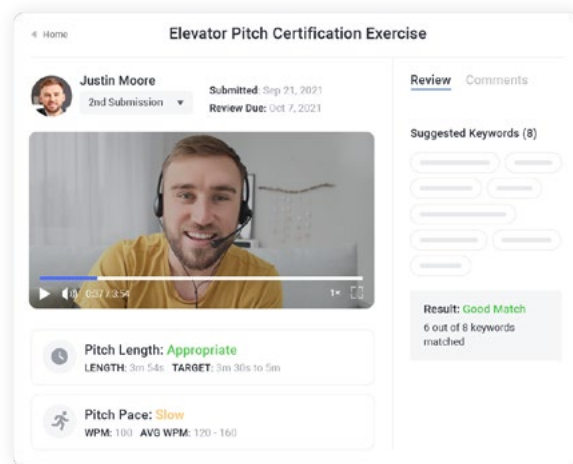


- Assess current competencies by analyzing performance during real-world sales interactions.
- Assign role-play exercises that align to competency gaps.
- Reinforce key concepts using scientifically proven spaced reinforcements until mastery is demonstrated.
- Compare seller performance against the IRP to focus on specific skill gaps.
- Arm sales managers with rubrics to drive more focused, value-added coaching sessions.

Recertify reps.

Ensuring that reps are certified and ready to sell is essential, but even a well-oiled machine needs regular tune-ups to ensure ongoing performance. Mindtickle makes the process of recertifying sellers to a defined cadence achievable and scalable across teams.

- Use Call AI, Mindtickle's conversation intelligence solution, to gather insights from real-world sales interactions and set recertification priorities.
- Assign recertification exercises for pitches, demos, and written communications.
- Test knowledge on key concepts to determine individual recertification requirements.
- Enable sellers to submit snippets from real-world sales calls for certification.
- Give reviewers the flexibility to analyze certification submissions anytime and anywhere.



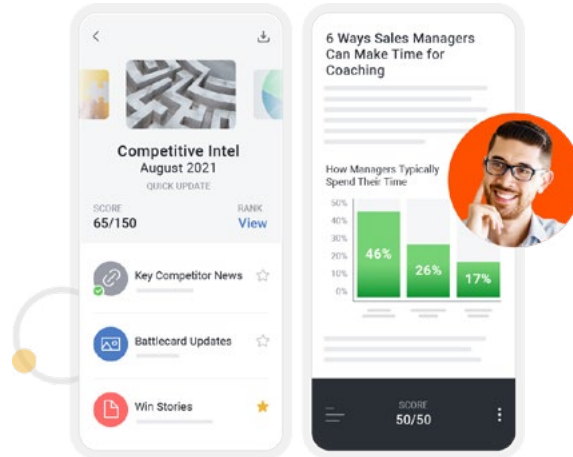
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Launch new programs.

When a new product, process, or mandate comes along, time is of the essence. Mindtickle enables sales enablement leaders to pivot speedily and launch new programs quickly and efficiently.

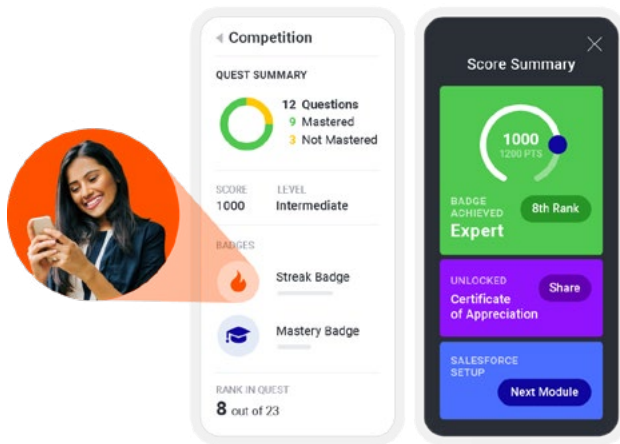
- Quickly create comprehensive programs that include training, knowledge checks and role-plays.
- Use pre-built templates to quickly create new programs based on industry best practices for:
 - Product knowledge
 - Sales methodology
 - Competitive takeout
 - Coaching
 - Sales kick-offs
- Apply spaced reinforcements to cement new program content into long-term knowledge.
- Associate a new program with skills that link to IRPs.
- Use a combination of instructor-led and virtual training to drive engagement.
- Use how-to guides and step-by-step instructions to accelerate programs to production.



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Engage sellers.

When sales leaders foster a culture of continuous learning, they send a signal to sales reps that their success is a priority. With Mindtickle, sellers know their leaders are committed to their ongoing development, and supporting their efforts to achieve financial success.



- Use gamification during learning programs to encourage team-building and engagement.
- Leverage leaderboards to spur friendly competition and celebrate success.
- Enable peer collaboration in role-play exercises to improve both skills and camaraderie.
- Empower sellers to learn on the go, anytime and anywhere with mobile-friendly access.

Trusted by World-Class Sales Teams

