

Mindtickle Readiness Index for Sales Leaders

Most sales organizations have always counted on the top 20% of their sales force to meet the quota for the remaining 80%. When looking at scaling up revenue, a natural tendency for sales leaders is to think about increasing sales headcount. How often are you thinking about increasing sales efficiency from your existing sales organization? How can your organization take a more data-driven approach to increase sales productivity?

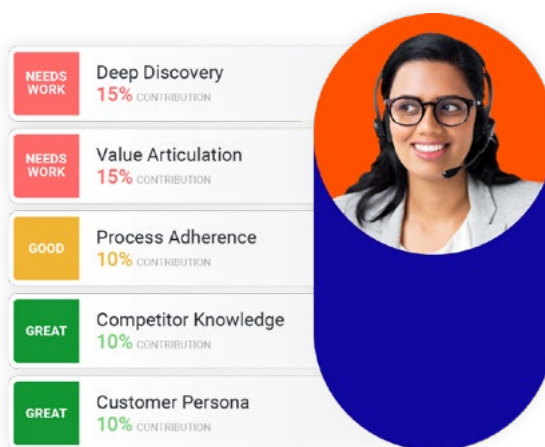
Define sales excellence & prepare reps for success.

Sales readiness is the continuous state of excellence required to grow revenue. It can be attained using Mindtickle’s suite of tools and processes that increase knowledge, enhance performance, and promote the ability to adapt to change. Building knowledge through sales enablement is a key part of a comprehensive sales-readiness approach.

Mindtickle tackles the sales readiness challenge with a data-driven approach to increasing sales productivity. Organizations that use Mindtickle believe that hiring alone doesn’t solve sales efficiency problems. Instead, it is vital to identify the traits you want in your sales reps, enable and coach them based on these traits, and then measure in-field performance to address the gaps at an individual level.

Establish traits that define your Ideal Rep Profile™ (IRP).

The notion of sales success being an unsolvable problem is a misconception. When companies spend inordinate amounts of time figuring out the ideal customer profile (ICP) and duly so, sales organizations must equally spend time identifying and documenting the right traits, skills, and behaviors your sales reps must possess. An IRP helps organizations define and encode a rep profile so that reps are guided along the path towards true sales success.



65% of B2B companies say sales productivity is the number one challenge they face.

—American Marketing Association

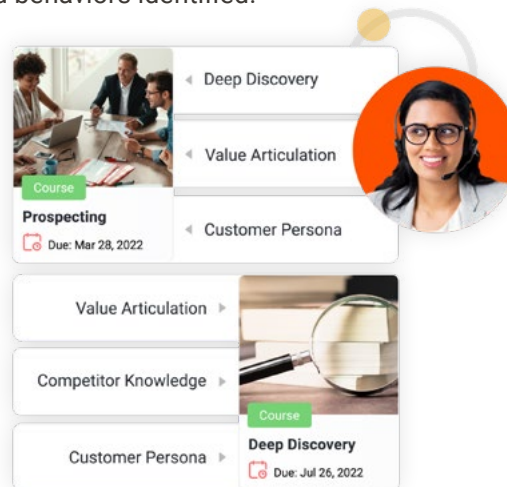
Use Case Guide: Mindtickle Readiness Index for Sales Leaders

- Identify top skills and everyday behaviors that you need in your IRP.
- Segment rep skills into more clearly defined categories.
- Assign weights to skills, that denote those of high, medium, and low importance.
- Set benchmarks for ideal rep behaviors and revenue performance.
- Track and measure against each benchmark to focus on areas of improvement.

Get enablement teams to create IRP-focused programs.

Build enablement programs that focus on the skills and behaviors that you've identified in your IRP. Map each rep's skills to the IRP and provide individualized enablement that focuses on any skill gaps. With Mindtickle you can reduce ramp-up time and track and measure the performance of each rep against the IRP skills and behaviors identified.

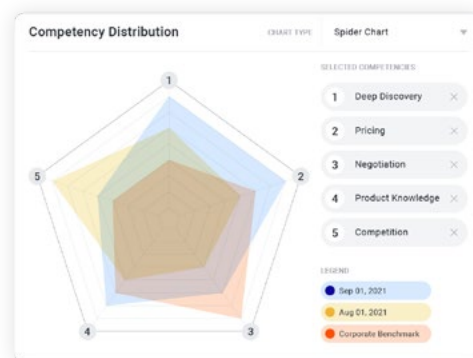
- Create enablement programs faster with program templates based on best practices.
- Program templates are curated based on the best practices known to deliver adoption and engagement.
- Creating training programs to assess a combination of IRP traits.
- Assess reps based on their performance across programs, modules, quizzes, assignments, missions, role-plays, and more.
- Measure the impact of enablement programs on skills and in-the-field performance.



Forecast your organization's readiness levels.

Mindtickle helps organizations observe sales performance by using role-specific views into enablement achievements on an individual and team-level basis. With detailed insights through the readiness dashboard, you can view details on skill attainment, comparisons, and trends over time to forecast your sales organization's readiness levels.

- Track readiness scores by rep, team, or region and identify problem areas to reconcile.
- Observe how readiness scores change over a period of time.
- Identify which reps and teams within the organization need training through enablement and coaching from front-line managers.
- Optimize enablement and coaching efforts on improving rep and team performance where vital.



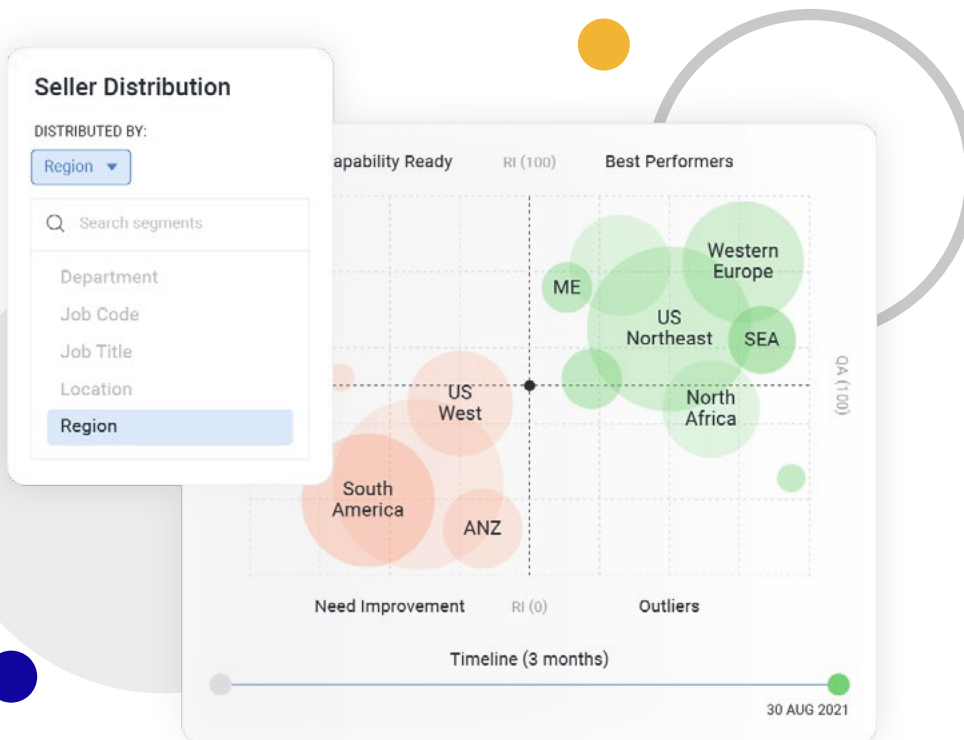
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Comparing real-world performance with rep readiness.

The biggest threat to improving sales performance is using lagging indicators like revenue outcomes to determine sales effectiveness. Instead of waiting for the deal to close and then trying to figure out what went right or wrong, measure how reps are performing against the skills you've trained them to use, identifying areas that need remediation.

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- Analyze rep behaviors against business metrics to identify where readiness efforts need to be amplified.
- Extract business metrics from Salesforce automatically to draw deeper insights.
- Report the business impact of enablement and coaching and assess organization-wide sales efficiency.
- Identify which parts of the revenue organization need assistance.

Trusted by World-Class Sales Teams

