mindtickle

Use Case Guide

Mindtickle Coaching for Front-line Sales Managers

You know that effective sales coaching leads to a better-performing sales team, but finding the time for strategic coaching on a consistent basis can be a struggle.
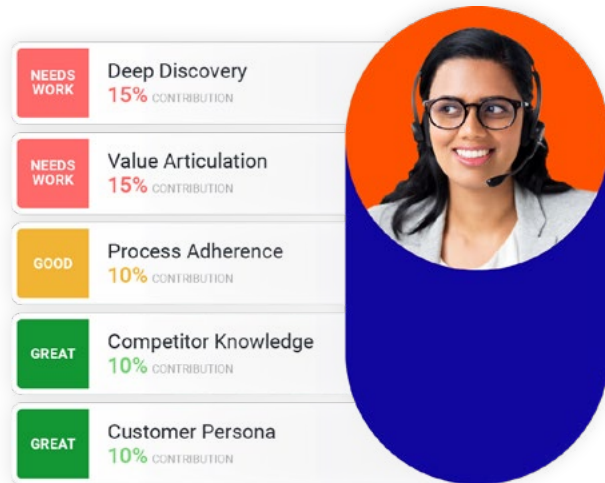
Create a coaching culture and lead your team to continued success.

Mindtickle's sales coaching is informed by your team's performance data, so you can successfully achieve a coaching culture that drives results. Data-driven sales coaching means you are focused on helping reps with the skills that have been proven to produce results in the field, not wasting time with one-size-fits-all coaching practices.

With Mindtickle, you can save time executing individualized coaching for your reps and prove the results of your coaching efforts to sales leadership with analytics and dashboards.

Data-driven, individualized coaching.

With Mindtickle, your Ideal Rep Profile™ (IRP) is established as a benchmark for sales skills that are proven to drive results in your organization. The IRP is used to identify key skill gaps that inform your individualized coaching.

**Eight out of 10 teams who have effective coaching practices hit greater than 75% of sales quotas.**

—Heinz Marketing

- Define your IRP based on your peak performers.
- Analyze your team's skills compared to the ideal rep profile.
- Identify key skill gaps of reps.
- Execute hyper-individualized coaching to improve lagging skills.

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Incorporate real-world selling moments into coaching.

Traditional sales coaching can be repetitive, lack rep engagement, and take on negative connotations. With Mindtickle, conversation intelligence is closely tied to coaching so you can reference real-world selling moments to deliver relevant and actionable coaching, reliving the highs and lows with your team.

- Use AI to prioritize rep calls to review.
- Post public and private timestamped comments within calls.
- Create libraries of top call moments to reference in coaching sessions.
- Shout out winning rep behaviors on calls to share with the team.
- Complete coaching forms side by side with recorded calls *coming soon*.
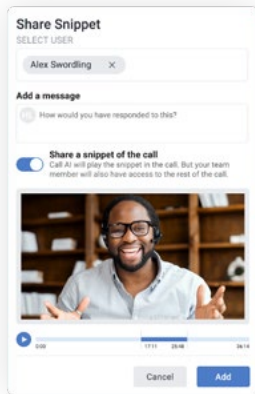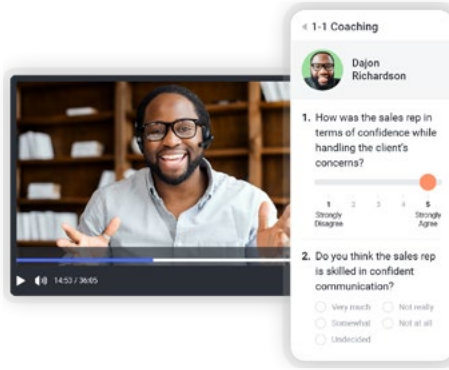
Establish ongoing peer-to-peer coaching and team engagement.

Foster a team environment and make it easy for reps to coach each other with Mindtickle.

- Encourage reps to tag peers within recorded calls requesting feedback.
- Combine your team's best call moments in libraries.

Improve long-term rep skills to create a team of peak performers.

Just like your market, your team is constantly evolving. Keep up with the ever-changing skills and developments of your team with AI-driven insights and analytics.

- Track rep performance to prove the impact of coaching.
- Utilize AI-generated insights to coach reps on lagging skills before these problems become liabilities.
- Align enablement with team performance insights so your new hires ramp up faster.

Reference real-world selling moments to deliver relevant and actionable coaching, reliving the highs and lows with your team.

Trusted by World-Class Sales Teams

Cipla · Johnson&Johnson · JUNIPER NETWORKS · mongoDB · MuleSoft

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