## mindtickle

**Use Case Guide**

# Mindtickle Virtual Practice & Role-Plays for Sellers

### Selling is a stressful, high-stakes job.

There are so many factors beyond a seller's control: purchasing budgets, timelines, internal buyer politics, the champion's ability to influence, and more. Add the limited direct exposure sellers have during the buying journey, and you can see why it's critical that sellers make every buyer interaction count.

In a role where so much feels like it's out of their control, sellers need to make the most of every sales interaction, and preparation is key. Role-plays are a great way for sellers to practice and prepare for sales interactions, but they're hard to orchestrate — so reps often end up practicing on prospects and customers before they're fully prepared.

### Be prepared for every interaction.

With Mindtickle, sales enablement teams arm their sellers with the tools they need to practice on their own and then get immediate feedback on how to improve — before money is on the line. AI-guided role-play scenarios help sellers hone their pitches, demos, and written communications, scoring submissions against selling best practices and company-specified guidelines. Sellers can also perform deal-specific practice and then share with sales managers or peers for additional feedback.

**Your sales reps have roughly only 5% of a customer's time during their B2B buying journey, so it's critical for them to make the most of it.**

—**Gartner**

These insights help you enhance and submit your best draft.

**Content**

- Keywords to include:
  Good Match
  USED: 9 keywords
  TARGET: 8 keywords

- Great! 9 Keywords used

- Consider these keywords

- Words to avoid:
  3 words used

**Articulation**

- Submission Length:
  Appropriate
  LENGTH: 3m 54s
  TARGET: 3m 30s to 5m

- Speech Pace:
  Slow
  WPM: 100
  AVG WPM: 120 - 160

- Filler Words:
  25 times used

## Hone selling skills.

Whether it's a new seller perfecting a pitch or a seasoned rep practicing for a big meeting, Mindtickle's AI-guided role-plays give sellers immediate insight into their performance against key selling target behaviors. And with the ability to submit practice exercises to sales managers for feedback, sellers can get the advice they need to close more deals.

- Use insights to compare keyword use against a model pitch, identifying words to emphasize or avoid.
- Receive AI-powered guidance on role-play length, pace, and filler words for a better delivery.
- Use transcripts from good role-plays as speaking notes during the big pitch.
- Enable sellers to practice anytime and anywhere on desktop or mobile devices.

## Learn from peers.

With Mindtickle's practice and role-plays, sellers can share and collaborate with peers using content sharing and point-in-time feedback. Sellers don't have to reinvent the wheel for every selling situation, and they can learn from others' experiences.

- Turn the best submissions from across the team into training content.
- Celebrate success and spur friendly competition with leaderboards that showcase top role-play submissions.
- Encourage idea sharing with point-in-time feedback.
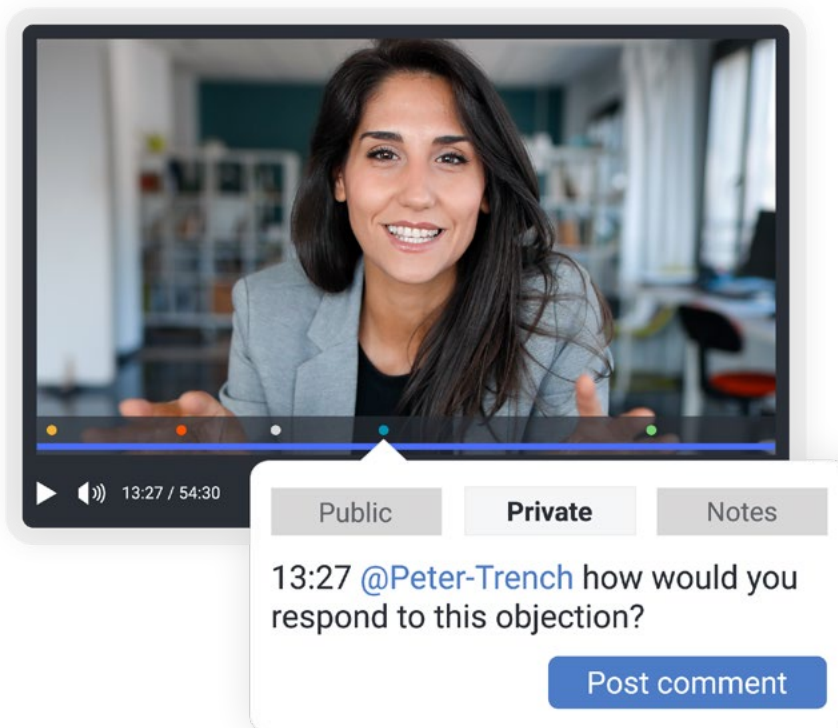
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mindtickle | Be Ready

## Know you're ready.

New sellers often look to sales leaders for the signal that they're ready for prime time. With Mindtickle practice and role-plays, seller certifications give reps the confidence they need to start presenting to customers.

- Manager criteria guidelines give sellers a roadmap to certification.
- Virtual submissions give sellers and certifiers flexibility to record and assess on their own time.
- Re-recording capability enables sellers to practice easily, submit their best efforts, and optimize impact in front of buyers.



**With Mindtickle practice and role-plays, seller certifications give reps the confidence they need to start presenting to customers.**

**Trusted by World-Class Sales Teams**

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