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Use Case Guide

Mindtickle Sales Enablement for Onboarding

Effective onboarding is key to setting new sellers on the path to success — but it's not easy. According to CSO Insights, the average seller ramp-up time has increased from six months to nine months in the last five years, while seller turnover is increasing.

But even before the shift to fully remote, virtual training, most sales onboarding programs failed because they:

- Took a one-size-fits-all approach, regardless of individual sellers' skills.
- Are treated as a one-and-done effort, overlooking sellers' ongoing enablement needs.
- Used old-school e-learning formats that don't keep sellers engaged.

A winning onboarding program needs to be individualized to each seller's background and automatically adjusted to fit individualized needs. Knowledge also needs to be continuously reinforced and practiced to make sure it's remembered and used in the field. But most sales enablement leaders face a constant stream of new hires and no resources to improve the effectiveness of their current onboarding programs.

Accelerate time to productivity

To break the cycle of ineffective, cookie-cutter onboarding, modern sales enablement organizations use Mindtickle to build new seller knowledge with a combination of training, reinforcement, and practice, cutting ramp time by as much as half and driving revenue sooner.

Sales enablement leaders can easily capture and keep sellers' attention starting on day one with an engaging variety of training formats. They can also build programs based on the Ideal Rep Profile™ (IRP) — a Mindtickle metric that isolates the behaviors of sellers who consistently win deals — to create onboarding content that specifically targets the skills and behaviors that make a difference to revenue outcomes.

B2B sales reps forget 70% of the information within a week of training

—Gartner

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Deliver clear, individualized learning paths.

With Mindtickle, sales enablement managers can take the concept of individualized learning from pipe dream to reality with automation that dynamically adjusts to each seller's demonstrated strengths and weaknesses. Coupled with the ability to natively create and curate diverse types of on-demand and live training, this sets up sales leaders for success.

- Automatically adjust activities based on seller learning outcomes.

- Use a combination of on-demand content, video, and instructor-led training.

- Curate microlearning created by subject matter experts.

- Use gamification during onboarding to encourage team-building and engagement.

- Incorporate peer role-play and real-world call recordings to demonstrate success.

- Create intuitive learning paths and checklists so sellers know exactly what to do, and when.

- Use templates to provide a starting point for high-impact onboarding based on best practices.
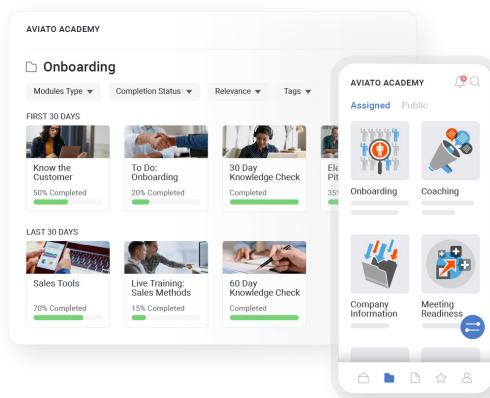
Reinforce learning.

Mindtickle empowers sales enablement leaders with scientifically proven techniques to ensure onboarding knowledge sticks. Configurable, AI-powered, spaced reinforcements and gamification techniques transfer knowledge to long-term memory and ensure ongoing seller engagement.
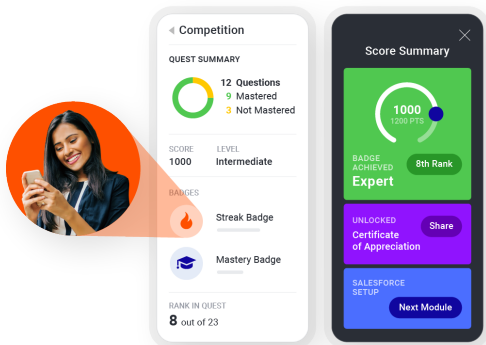

- Reward sellers for knowledge with gamified reinforcement challenges.

- Intelligently adjust content and cadence based on seller knowledge gaps.

- Use reinforcement results to identify additional individual training needs.

- Continue reinforcement on key concepts until mastery is demonstrated.

- Use the Mindtickle mobile app to reinforce knowledge on the go.

Hone skills with practice.

Give sellers a safe place to practice and apply concepts learned in onboarding, and give sales enablement and frontline managers confidence that sellers are ready for customer interactions. Incorporate AI-guided practice for pitches, demos, written communications, and more to hone reps' skills before they're in the field.

• Use AI to score submissions against a company-defined ideal pitch.

• Give reps instant feedback on behaviors like articulation, discovery questions, and more.

• Enable sellers to review AI feedback and re-record for better submissions and fewer review cycles.

• Virtual submissions help sales enablement load-balance certification across leaders.

• Easily incorporate the best submissions into future onboarding curricula.
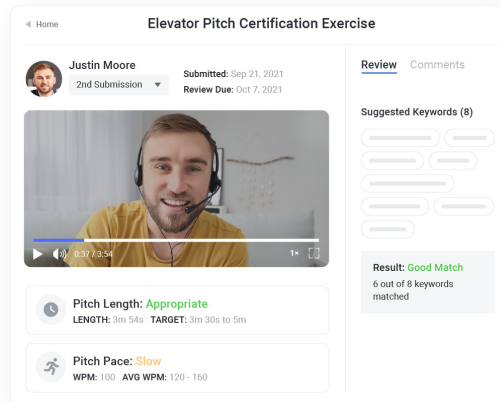
Measure skill attainment and real-world performance.

Mindtickle makes it easy to not only measure skill attainment throughout the onboarding process, but also to monitor sellers' real-world performance with prospects and provide additional training based on demonstrated skill gaps. This helps sales enablement keep programs on the mark and constantly aligned with changing business conditions.
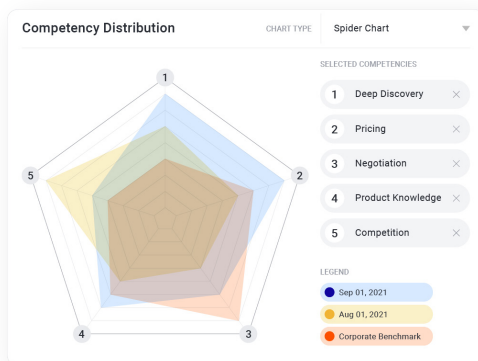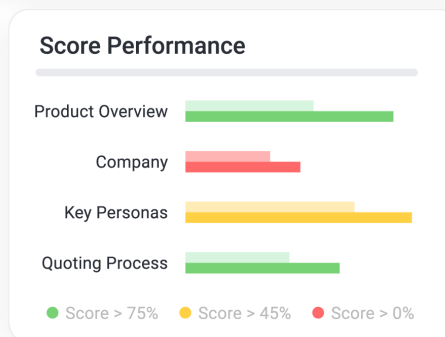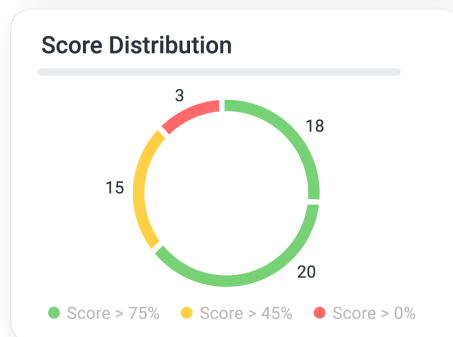

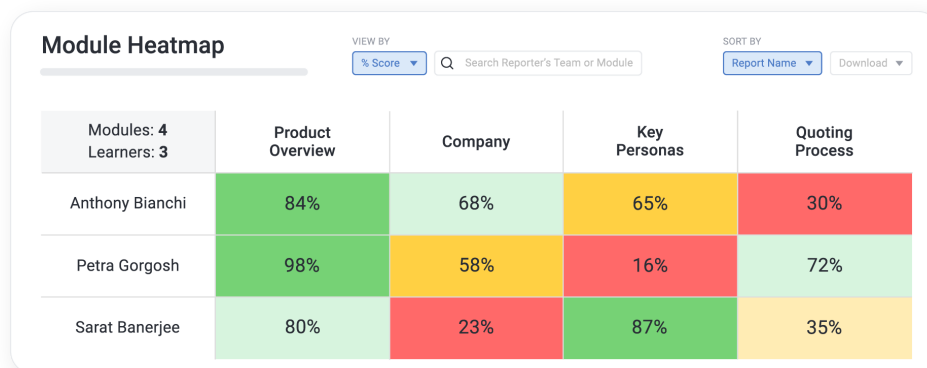
• Compare seller onboarding performance against the IRP for remediation.

• Use conversation intelligence to determine additional training based on buyer interactions.

• Correlate skill attainment to business outcomes.

• Highlight opportunities to improve skills across individuals, teams, and the entire organization.

• Arm sales managers with onboarding insights for individualized coaching.

Assess program effectiveness and make adjustments.

Continuously measure the effectiveness of your onboarding programs and make adjustments based on real-world results.

- Use dashboards to gain insight into how reps progress through critical programs.
- Identify trends in current performance to measure program effectiveness.
- Clearly quantify sales enablement's impact on time to productivity.

Module Heatmap

VIEW BY: % Score ▼ | 🔍 Search Reporter's Team or Module | SORT BY: Report Name ▼ | Download ▼

Modules: 4 Learners: 3	Product Overview	Company	Key Personas	Quoting Process
Anthony Bianchi	84%	68%	65%	30%
Petra Gorgosh	98%	58%	16%	72%
Sarat Banerjee	80%	23%	87%	35%

Score Distribution

3
18
15
20

● Score > 75% ● Score > 45% ● Score > 0%

Score Performance

Product Overview
Company
Key Personas
Quoting Process

● Score > 75% ● Score > 45% ● Score > 0%

Trusted by World-Class Sales Teams

Cipla   Johnson&Johnson   JUNIPER NETWORKS   MongoDB   MuleSoft

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