



Define Excellence



Build Knowledge



Align Content



Analyze Performance



Optimize Behavior

Mindtickle Ideal Rep Profile™ (IRP)

Defining and benchmarking top skills, competencies & behaviors for reps throughout the sales organization.

Ideal Rep Profile™(IRP)

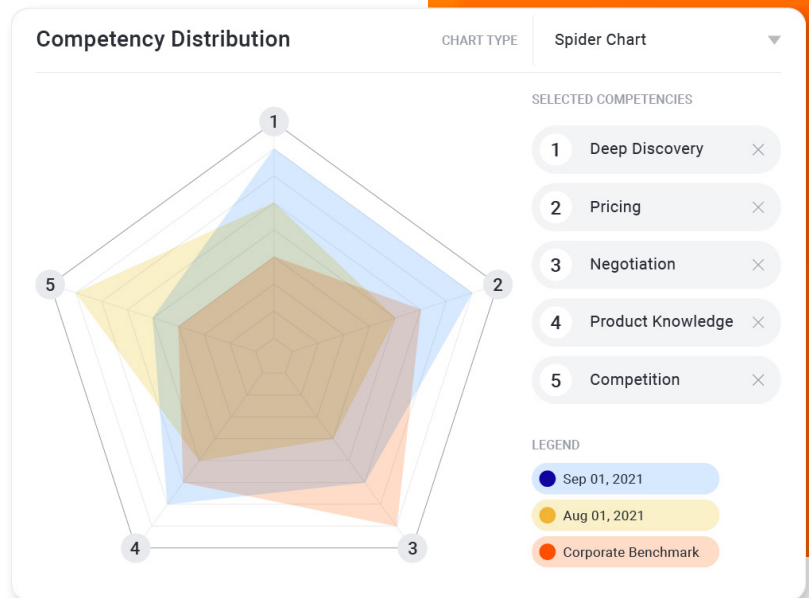
Mindtickle has launched a brand new offering for clients called the Ideal Rep Profile™ (IRP) that helps sales organizations define and benchmark top skills, competencies, and behaviors that reps must possess to be successful on the field. With Mindtickle’s Ideal Rep Profile™ you can define skills and behaviors required by sales reps and assign weights for each skill/behavior which in turn can be used to call Readiness Index scores for the sales reps. IRP is the science behind measuring and constantly improving organization-wide sales performance at an individual level. This begins with first defining the competencies needed by the organization’s sales reps or what an ideal rep profile is going to look like. The Sales/Enablement leaders can define and set the IRP competencies on the platform with weighted distributions.

Once the IRP is defined and set, we need to benchmark the sales rep’s competencies based on the respective competency of the IRP.

Thus sales enablement teams and frontline managers can create custom programs and coaching plans to address each rep’s skills gaps. The IRP ensures that sales reps across the organizations are being set up for success with the right training, practice, reinforcement, and continuous coaching. IRP with the Readiness index platform enables organizations to create more peak performers across sales teams by delivering bespoke education, training, and coaching based on each rep’s individual needs.

With Mindtickle, we can develop our **IRP [Ideal Rep Profile]** to define what success looks like. Then we can **determine where reps need help** whether it’s presentations, a communication skill gap, or something else.

– SVP Client Technology Solutions and Sales Readiness, Data Axle



Benefits of IRP based insights

- **Encode the top rep skills:** Align with trainers, frontline managers and ops on winning behaviours
- **Track readiness across the org:** Track overall readiness for each rep, team, or region and understand how scores change over time
- **Know the revenue impact of readiness:** Analyse rep skills and competencies against business metrics to prioritize readiness efforts



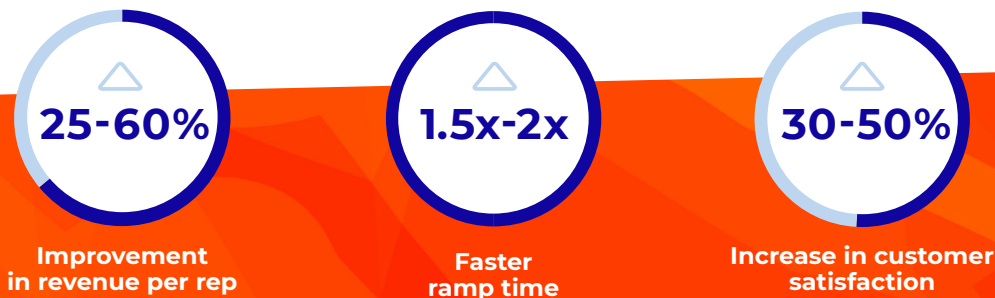
Capabilities of Mindtickle's Ideal Rep Profile

Mindtickle's Readiness Index creates a quantitative framework to assess rep knowledge, skills, and behaviors that impact their day-to-day effectiveness in the fields. Insights in Readiness Index have a wide-ranging impact on leadership, frontline, and training decisions.

- List the skill or behavior tags that matter to your organization and its selling motions.
- Assign weights and scores to each IRP tag that will help create the Readiness Index (RI) scores.
- Set the benchmarks for RI scores as well as business metrics like quota attainment, pipeline creation, or win rates.
- Multi-IRP capabilities to help organizations define IRP's across various revenue teams

Mindtickle combines multiple solutions – including sales enablement and training, sales content management, conversation intelligence, sales coaching, and analytics – to create a unified approach to readiness.

Mindtickle's Sales Readiness Platform Delivers Results



Trusted by World-Class Sales Teams

Johnson & Johnson

Cipla

Discovery

Hewlett Packard Enterprise

MuleSoft

PROCORE