mindtickle

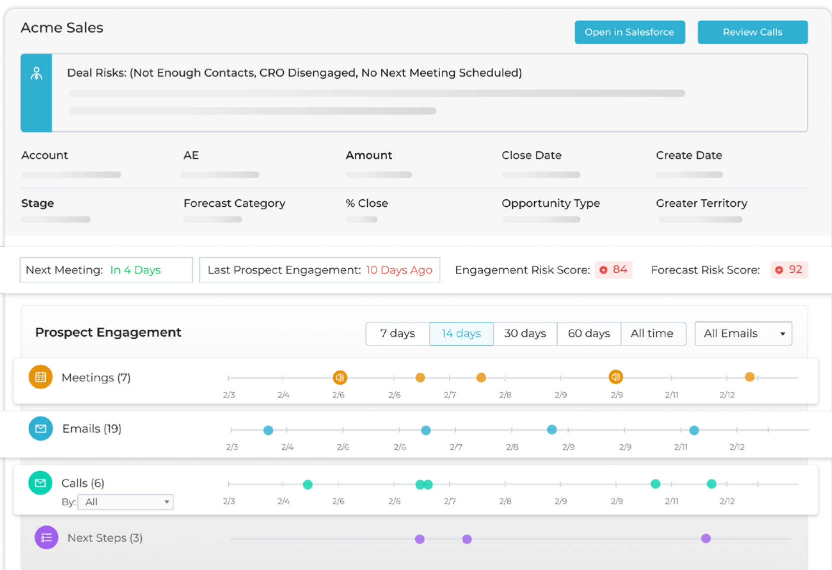
Buyer's Guide

# A Buyer's Guide to Revenue Intelligence

Everything you need to know about implementing revenue intelligence solutions to drive sales productivity, increase wins, and improve forecasting accuracy.

# How will this guide help you?

There's no denying that the current economic moment demands greater sales productivity. With teams struggling against tight budgets, tough market conditions, and aggressive competitors, it's tough to know which deals will actually close, and how to forecast accurately. How do you give your reps and front-line managers greater visibility into deal risks and next steps so that they can drive more wins?




How do you give supporting teams, like product and marketing, customer evidence from the field so they can help the sales team unblock deals? And when it comes to enablement programs, how do you know if the processes, messaging, and content you are rolling out is actually being adopted and driving the right customer outcomes?

That's why an effective revenue intelligence solution that provides insights on deals, pipeline, and forecasting can play a key role in recession-proofing your revenue strategy.

In this guide, you'll find out about:

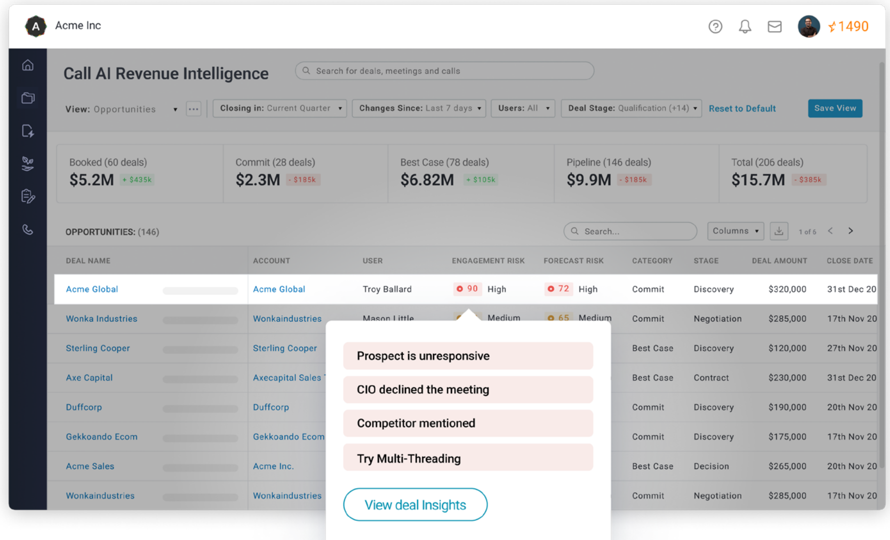
- Capabilities that can increase the impact of your programs
- Pitfalls to avoid
- Key evaluation criteria to consider

Whether you've tried existing solutions and are considering a different approach, or you're just getting started, we'll make evaluating revenue intelligence and forecasting solutions easy for you.

# But first, what is revenue intelligence?

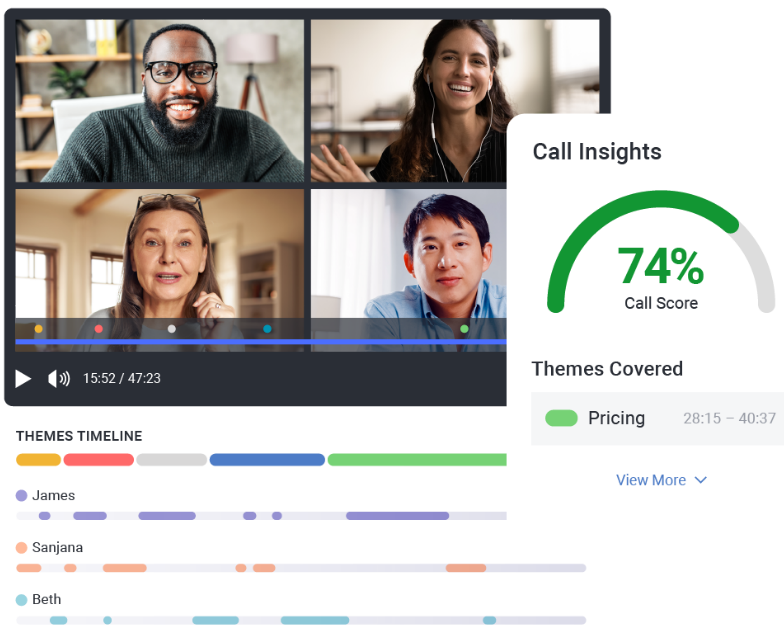
At its most basic level, revenue intelligence is an artificial intelligence technology that helps you automatically analyze all of the touchpoints associated with a deal, such as calls, emails, and meeting invite accepts or declines, to generate powerful customer insights, such as deal health scores. At the same time, revenue intelligence technology can proactively uncover deal risks and put up a forecast of 95%+ or higher accuracy while saving revenue operations teams more than 30 hours of manual work a week.

First, revenue intelligence leverages speech and text analytics to understand what happened on calls and emails, including breaking down objections and competitor mentions. Then, it takes the analysis a step further by making sense of buyer engagement and uncovering deal risks, such as a deal being single-threaded, or a rep not reaching the right volume or title of contacts. Finally, it leverages historical Salesforce data to understand what people and teams close with very high accuracy so you can put up a fact-based forecast.



# Who uses revenue intelligence, and how?

While the core problems revenue intelligence solves are often the same across partners and solutions, the approach, workflows, and future use cases you'll pursue will differ dramatically. Generally speaking, revenue intelligence solutions support use cases that **improve deal & account visibility; help you better understand sales rep and team performance; drive higher forecast accuracy; and improve sales execution through coaching.**




Let's break it down.

| | Deal & Account Visibility | Performance Management | Forecast Accuracy | Sales Execution & Coaching |
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| **Who uses revenue intelligence?** | For executives & business unit leaders who need to understand what's driving closed won and closed lost business while bringing voice of customer insights back from the field. | For front-line managers & enablement leaders who need to drive consistent quota attainment by modeling the winning behaviors that lead to revenue generation and improving rep efficiency. | For revenue operations teams who need to put up a fact-based forecast and uncover how to help the team reduce deal blockers. Also, for teams tasked with consolidating and improving tech stack efficiency. | For sales managers who need to drive systematic, scalable, and measurable sales through data-driven coaching & training while inspiring (& motivating!) teams. |
| **Use cases they pursue** | • Improve deal & account visibility<br>• Gather field evidence and voice of customer insights to support business decisions & sales motions<br>• Make the pipeline more predictive and improve CRM accuracy | • Get an accurate, objective, and up-to-date picture of team & individual performance<br>• Move beyond surface-level productivity metrics to get to the root cause of performance issues, such as what competencies are lacking in whom<br>• Identify winning behaviors that lead to closed business & rep readiness | • Put up a fact-based forecast, including automating monthly and quarterly pipeline projections<br>• Reduce manual work through forecasting reminders and submit notifications<br>• Standardize individual and team sales forecasting roll-ups<br>• Uncovering forecasting trends | • Create a culture of sales coaching & discipline on the team<br>• Collaborate on deal reviews & meeting prep<br>• Move beyond deal prep to do deeper sales skill development<br>• Enable self-coaching and peer coaching |

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| | • A/B test pricing, packaging, positioning, and competitive messaging<br>• Identify root cause of issues (not just what happened, but why) and unmet customer opportunities | • Know which reps are field ready or not<br>• Identify enablement needs to develop curriculum and competancies<br>• Make onboarding and training more systematic, measurable, and scalable | • Automate pipeline change analysis | |
| **KPIS they drive** | • New revenue growth, including account growth and new logo attainment<br>• Faster time to close<br>• Higher ACV<br>• Improved sales efficiency<br>• Identify new revenue generation & efficiency opportunities | • Consistent quota attainment<br>• Reduced costs & efficiencies for call scoring, onboarding, & training<br>• Faster rep ramp time | • 95%+ or higher forecast accuracy<br>• Reduce RevOps manual work by 30 hours or more each week<br>• Improve sales process adherence<br>• Reduce revenue leakage<br>• Improve conversions and win rates | • Improved close rates<br>• Better sales team productivity, efficiency, and collaboration<br>• Reduced sales team turnover/ churn<br>• Improved consistency in positioning, messaging, and sales process |

# How does an effective revenue intelligence solution help you?

An effective revenue intelligence solution empowers you to get visibility and insights from seller and buyer interactions and provides field data that can be used to influence coaching and enablement programs. **In an economy where ²⁄₃ of companies feel their enablement programs fall short, and just 45% or fewer reps are likely to hit quota, revenue intelligence is often the missing link** that can ensure everything your organization is doing is rooted in real-world field and pipeline evidence.

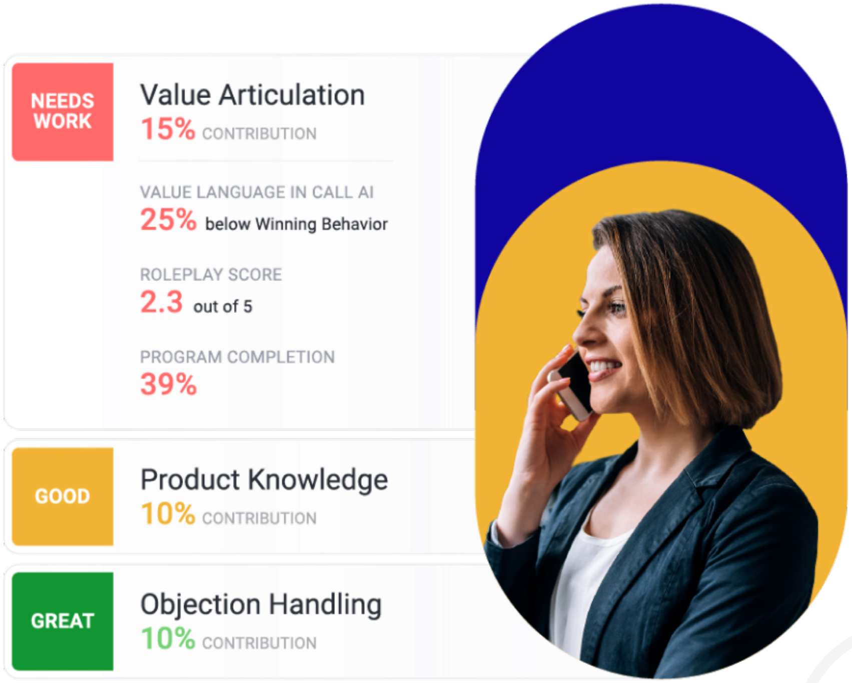
To help you succeed, it's critical that you look for a revenue intelligence solution that tells you not just what happened and why, but helps reps *know how to fix it*. Here, we'll address the capabilities you need, and the common pitfalls to avoid.

## Desired capabilities:

- **High data accuracy and suggested next steps.** Many roles and divisions at your company will want to use revenue intelligence - from sales leadership and revenue operations to frontline managers, reps, go-to-market, and enablement. Pick a solution that makes it easy for them to quickly find the deals they want to investigate and uncover key insights about how to move them forward without even thinking. Pay attention to things like data matching and accuracy, integrations, and usability for sales reps and managers. Ensure that the solution accounts for the nuances of your CRM, such as custom Salesforce fields you require reps to fill out around topics like adherence to your sales methodology, or your unique pricing and packaging.
- **Built-in content & coaching.** From time to time, revenue intelligence will shed light on things that need improvement. Don't stop at insights-gathering! Look for a solution that makes it easy for you to immediately suggest relevant content and offer coaching to help reps drive their deals home. This could include ensuring your revenue intelligence is built in to your content management Platform (CMS), enablement Platform, and coaching workflow. Often, this coaching workflow will involve reviewing and automatically scoring calls or deals, and tracking that coaching was complete. The solution should also offer opportunities for reps to self-coach by getting valuable insights on their calls, deal risks, and the sales competencies that they can improve.

- **Single engaging & personalized system of record.** Face it: your reps have serious tool fatigue. Instead of throwing another tool at them that they're expected to use, consolidate redundant technologies. In fact, **46% of sales organizations we surveyed use ten or more sales technologies in a single day!** Make sales technology fun & motivating. Personalize the homepage and mobile experience to rep's real deals and individual needs. Use revenue intelligence alongside other engagement techniques, such as live quizzes & interactive role-plays. Allow reps to not only see how they performed but proactively practice. Look for a partner who prioritizes product investments in areas like auto-coaching and self-coaching to help you improve your team at scale.

- **Use revenue intelligence to prepare.** Rather than spending lots of time looking back at what already happened, focus on the future more. Prioritize a solution that helps your reps collaborate on next steps and action items. Go beyond deal-specific insights by bringing revenue and enablement data together to truly assess which reps and teams are field ready, and which deals are actually winnable or not. To do this at Mindtickle, we offer our sales readiness index – a unique benchmark that looks at skills, will, and behaviors to help you know which reps are ready or not, and what areas to target with personalized coaching. Make it easy for sales to share snippets of calls with other roles, such as product or marketing, and share a play-by-play of each deal with their front-line manager. Automate deal and call scoring so you can get a better picture of what your reps need from you.



## Pitfalls to avoid:

- **Product is not sales rep & sales manager-friendly.** The original wave of revenue intelligence solutions were not designed to be used by sales reps and managers. In the next wave of offerings, there are solutions that make it much easier for sales reps to self-coach with revenue intelligence insights and know what next steps to take. To truly go beyond insights and drive revenue, you need a solution that is sales rep and manager-friendly.
- **Focusing on deals more than people.** Revenue intelligence can provide powerful insights into key deals and accounts. But building a business deal-by-deal won't scale. Instead, look for a solution that helps you uncover the ideal attributes and competencies that lead your top reps to crush quota and drive desired outcomes. We call those "winning behaviors," & we use data from real buyer interactions to model them out. Do not choose a solution that just stops at insights gathering.
- **Too many tools & siloed workflows.** Do not force reps to jump through multiple hoops to actually address the buying signals and risks they uncover. Help your reps get all of the training, content, and insights they need in one place, including call recordings. Enable them to in-line edit Salesforce and access the latest updates from their mobile phone.

# Revenue Intelligence Vendor Evaluation Checklist

| Goal #1: Improve deal visibility, call analysis, and collaboration to help reps win more | | |
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| | Mindtickle | Other Revenue & Conversation Intelligence Vendors: |
| Records and transcribes calls, meetings, and emails | ✓ | ✓ |
| Industry-best activity and contact matching to inform deal health scores | ✓ | ✗ |
| Call scores mapped to winning behavior benchmarks by role or team to benchmark call performance | ✓ | ✗ |
| Detailed signals and email alerts to managers and reps on deal risks & mentions of competitors or objections. Displays what factors drove scoring logic (e.g. not a black box) | ✓ | ✗ |
| Empowers reps to search for call recording and playlists in your Content Management System (CMS) | ✓ | ✗ |
| Allows enablement teams to seamlessly leverage recordings in onboarding & training programs. Sales teams can pull recordings into customer-facing Digital Sales Rooms. | ✗ | ✗ |

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| Enables calls recordings to be shared with customers with or without transcripts | ✓ | ✓ |
| Fuels highly relevant, adaptive enablement by recommending content and enablement programs based on what happened in the field | ✓ | ✗ |
| Enables sales managers to leverage deal and call data to start coaching sessions in minutes & tracks that coaching was complete | ✓ | ✓ |
| **Goal #2: Unlock highly accurate forecasting intelligence to predict what will close and reduce risks** | | |
| Supports AI projection (forecast, pipeline, coverage targets, deal probability) | ✓ | ✓ |
| Built-in revenue intelligence "BI" to create charts, graphs, dashboards, and reports off of any custom Salesforce object | ✓ | ✗ |
| Unifies forecasting (new business, upsell, renewal) that can factor in multiple opportunity accounts | ✓ | ✗ |
| Enables management overrides and deal include/exclude | ✓ | ✗ |
| Offers real-time in-line updates to any Salesforce field right in Mindtickle | ✓ | ✗ |

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| **Goal #3: Protect customer data & ensure best-in-class compliance** | | |
| Single security and data model for training, content, and insights to make onboarding, offboarding, and procurement far more efficient | ✓ | ✗ |
| GDRP & SOC-2 compliance with data centers houses in the UK and Dublin | ✓ | ✗ |
| Integrates with Okta SSO | ✓ | ✗ |
| Automatic user log-out after a specific amount of time | ✓ | ✓ |
| **Goal #4: Empowers reps and managers with best-in-class enablement tools, including practice, reinforcement, and coaching to improve performance** | | |
| Fully integrated sales content management system and enablement Platform, including practice, reinforcement, and AI-scored role-plays | ✓ | ✗ |
| Visualizes sales readiness across knowledge, skills, and behaviors through our patented Ideal Rep Profiles and Sales Readiness Index | ✓ | ✗ |
| Dashboards tailored to every persona on your revenue team, including reps, managers, leaders, RevOps, and enablement | ✓ | ✗ |

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| Built-in templates for enablement programs tailored to roles (e.g. BDR, Sales, SE, CSM) and program types (e.g. competitor take-out, product launch, new sales methodology) | ✓ | ✗ |
| **Goal #5: Seamlessly integrate Mindtickle into your existing tech stack** | | |
| Supports video conferencing tools such as Zoom, MS Teams, Google Meet, Webex | ✓ | ✗ |
| Supports telephony tools such as Aircall, RingCentral, and more. | ✓ | ✗ |
| Integrates with Martech Platforms (Groove, Demandbase, Pathfactory, and Marketo) | ✓ | ✗ |
| Push contacts, emails, call recordings, and call transcripts to Salesforce automatically | ✓ | ✓ |
| Create filters/reports off of any Salesforce field | ✓ | ✗ |
| Integrated as a tab within SFDC | ✓ | ✗ |
| Import and mirror users, roles, and hierarchy automatically | ✓ | ✗ |

# Which revenue intelligence & pipeline forecasting solution should you choose?

## Why Mindtickle is the best partner for you.

If you're reading this, you've already made a great start. You've realized that recording and analyzing emails and sales meetings to identify potential deal risks and improve your forecast accuracy can lead to better results - increased win rates, higher rep quota attainment, better deal collaboration, improved coaching, and effective enablement.


## But which vendor should you work with?

In this document and throughout our sales process, we'll prove why we're the better product and company to trust and work with.

One

## Mindtickle is a much higher quality product.

The people have spoken! Our joint solution is one of the top **two** enterprise products on G2 and has earned specialty badges including:

- Users Most Likely to Recommend
- Best Meets Requirements
- Easiest Set-Up
- Highest User Adoption
- Most Implementable
- Easiest To Do Business With

#2 Enterprise Products
#4 Highest Satisfaction Products
#5 Products for Sale

+

#1 in RO&I Best Results
#1 in RO&I Most Implementatble
#1 in RO&I Best Usability
#1 in RO&I Best Relationship

Our new revenue intelligence product (powered by BoostUp.AI) earned higher points in Forrester's RevOps and Intelligence report than all other revenue intelligence products, including Clari and Gong. IO, in categories like data matching and accuracy; integrations; fastest time to value; ease of set up; and ease of customization.

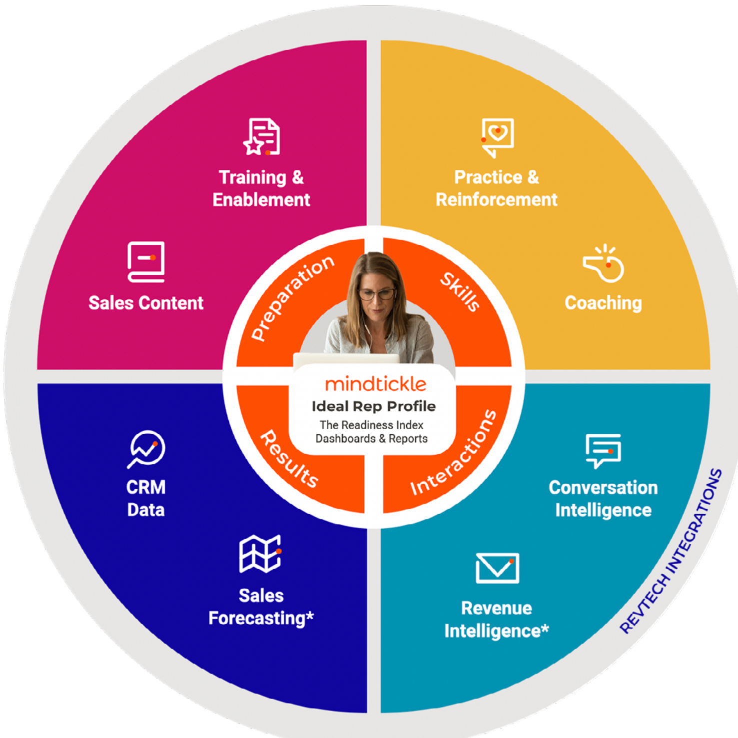
Two

## Mindtickle is built to deliver on your goals

If you want to not only identify problems, such as deal risks and disengaged prospects or accounts but actually fix them, it's important that you select a comprehensive partner who offers **content management and hyper-relevant enablement built-in. You also need a single system of record that your sales reps can easily adopt and use that is tailored to their role, abilities, and book of business** so that you can go beyond insights to drive real behavior change. Mindtickle brings reps all of the training, content, and insights they need to win more, easily follow up with customers, and improve.

# Revenue Readiness

- For Sales
- For Channel Partners
- For SDR/BDR/XDR/Pre-Sales
- For Customer Success/Support
- For Sales Support, Consultants



Mindtickle provides a simple workflow for sales managers to know who to coach on what topics, including supporting deal coaching and skill development. And for revenue leaders, it provides unprecedented visibility not only into your forecast but how individuals and teams are performing against your sales readiness benchmarks. It also helps you identify the winning behaviors exhibited by top reps to scale win rates across the team.

Three

## Your Mindtickle experience will be exemplary

Right from the get-go, you will have a better experience with Mindtickle. Our thought leadership is based on ten years of deep experience in sales readiness, revenue operations and intelligence, enablement, data & analytics, and content management. **You will truly get a digital transformation team supporting you across all related disciplines.** We've led big change for companies like Amazon, LinkedIn, Cisco, and MongoDB, among many other emerging high-growth tech companies. We not only offer implementation and dedicated customer success - getting you live in four weeks or less - but also offer a range of services to provide content and enablement support, as well as change management.

# Want to see Revenue Intelligence in action in Mindtickle?

TAKE A PRODUCT TOUR