

mindtickle

## Leveling Up Seller Productivity in Health Tech and Medical Devices

Mindtickle gives you one platform to maximize your team's potential in a constantly evolving market

With new types of products, new buyers, and new regulations, revenue orgs in health and med tech are struggling to achieve their productivity goals.



It takes an average of **six months** to onboard a new sales employee. In health tech especially, product lines and buyer needs shift so fast, it's hard for enablement to keep up.



The lack of readiness has trickled down to buyer expectations with **only 24%** of buyers saying their seller adds value in the buying process anymore.



To enable reps to perform in new digital sales interactions, organizations are throwing sales tools at the problem, **spending \$4-5k per rep per year** on tech and still operating on lagging indicators of performance like quota attainment and pipeline development.

As a result of this rapid change and enablement struggles, **72%** of sellers expect their teams to miss annual quota. In response, companies rely on an increasingly small set of star sellers to approach the organization's revenue targets.



### Training is Forgotten

Sellers forget **84%** of the training they receive within the first three months

### Long, Complex Sales Cycles

**72%** of health care buying groups include two or more business units

### Numbers are Missed

**72%**

of sellers expect their teams to miss annual quota

## There's a better way

Mindtickle helps you improve your sellers' productivity and makes them more resilient to change by:

- Modernizing your sales org with a data-driven approach to seller performance based on their behaviors, skills, and knowledge
- Personalizing the buyer experience by helping reps deliver the engaging content that matters to their prospects and customers
- Individualizing the training each rep and manager receives via captivating programs, tailored to their skill and knowledge needs
- Empowering sales management to provide deal and skill coaching to reps, document ride-alongs, and track seller improvement
- Serving just-in-time enablement to your sellers in their flow of work to help them navigate increasingly complex sales processes



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Enablement



Content



Coaching



AI Roleplays



Deal Rooms

AI Copilot



One Seller  
Data Model

Analytics

CRM

# Mindtickle's Revenue Productivity Platform is built for Sellers in the Health Tech and Medical Devices Industry



## **Enablement**

Engaging and impactful sales training that is driven by business outcomes



## **Call Insights**

Conversation intelligence to make the most of every call



## **Content**

Shareable and trackable content that moves the needle



## **Forecasting**

Hyper-accurate forecasting and deal risk management



## **Coaching**

Individualized coaching to unlock the potential of your Sellers



## **Deal Rooms**

Engaging and personalized buying experiences

## **Mindtickle at a Glance**

Mindtickle is the market-leading revenue productivity platform with enablement and operations solutions. Mindtickle is recognized as a market leader by top industry analysts and is ranked by G2 as both the #2 enterprise software product and #7 sales product. This year, Mindtickle was recognized for its outstanding customer support winning a Gold Stevie Award for Sales and Customer Service and has an A rating from Security Scorecard.

**Trusted by World-Class Revenue Teams**