

Reinforce Sales Training with Role-Plays and Coaching  
Industry: Industrial Automation Company Size: 501 - 1000  
Use case: Coaching, Onboarding and training, Sales Enablement, Sales Readiness, Skills Development  
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Mindtickle is a great onboarding tool because we can send new reps the course, see how they're doing with the content, and have them complete some tests – all remotely from the field.

About Elmo Motion Control: Global leading provider of high precision servo drives and multi-axis motion controllers  
Dedicated presence in eight countries with 300+ staff worldwide  
Challenges: “Small, Smart & Simple” is the driving force behind Elmo Motion Control’s success. The Israel-based company designs, manufactures, and implements comprehensive, field-proven motion control solutions that enhance precision and speed in advanced machinery and robotics. Elmo’s 55 sales and applications people serve a global market, with the support of a full-time sales enablement staff of four. Just three years ago, the sales enablement function at Elmo Motion Control was only beginning to come together. Initial training was based at the company’s headquarters in Israel, requiring new sales reps to travel in from all over the world. Onboarding was complex and difficult as the sales enablement team navigated around travel delays, coordinating schedules and speakers, and running the in-person training sessions. The company needed a way to make sales readiness accessible. Onboarding needed to start on day one, not in month two when they could finally make it to HQ.

Solution: Mindtickle allows sales enablement to deliver highly relevant and engaging content. Mindtickle Missions, a role-play feature, allows Elmo’s reps to practice how they’d handle certain customer-facing scenarios, providing a low-stress, confidence-building way to learn best practices from peers. The rep provides information about an upcoming customer meeting and how they plan to handle it, then other reps around the world contribute their feedback. “For example, if a rep is going to see a customer that’s building a unique surgical robot in China, then the folks in the U.S. or Germany can share their ideas”. In general, Mindtickle maximizes sales enablement reach and data-driven effectiveness.

Benefits: Increased frontline manager coaching effectiveness  
Improved peer-to-peer learning  
Accessible and streamlined sales enablement and communication with reps in the field  
Personalized, effective field coaching sessions for better reps and front-line managers  
Greater visibility of reps’ improvement