

Aurigo Leveraged Mindtickle for Structured Sales Enablement and Onboarding of their GTM Team Industry: Software Development Company Size: 200+ Use case: Onboarding and training, Sales Enablement Laura Bailey Senior Manager Marketing Operations, Aurigo Software Technologies The Mindtickle team has not just been a partner to me but also everyone at Aurigo who has been trying to work on their respective focus areas. It can be overwhelming for anyone who has to get things done without the necessary support, so that's been a great lift off of my shoulders to feel like Mindtickle is there to answer those questions and be supportive to the Aurigo team.

**Company Overview** Aurigo is a global B2B software construction technology company that aims to help public sector agencies and facility owners plan, deliver, and maintain their capital projects and assets safely and efficiently. Aurigo's customers solve their planning and portfolio management needs and manage the entire construction lifecycle, including critical processes related to safety, quality, maintenance, and business operations. Aurigo has been recognized in the GovTech100 three years in a row as a key contributor focused on making a difference in and selling to state and local government agencies across the United States. The challenge Aurigo sales team's growth led to a need for a structured sales enablement and onboarding process for existing and new reps needed to be streamlined and appropriately assigning onboarding and training by roles. Lack of visibility into content and collateral available for GTM teams. Struggling to ramp up new reps faster and getting them ready in the field. Solutions Explore a fully integrated solution to address the organization's enablement, content, coaching, and conversation intelligence needs. Reinvent and structure the onboarding process for new reps Gauge the extent of discovery taking place on a call before handing over the opportunity to the AEs and coach them appropriately. Centralize and govern all content and make it easy to find and use by anyone in the organization. Improve adoption and training completion and enablement programs by issuing certificates post-course completion. Impact Average days for rep's first dial down from 26 to 10 days. ■ Average days to the first opportunity down from 25 to 16 days. ■ Average days to first stage 3 down from 71 to 23 days. ■■ Track and showcase enablement metrics and the impact they had on moving opportunities further down the sales funnel. ■