

Menemsha Group Transforms its GTM Strategy with Mindtickle
Accounting for 95% of Licensing Revenue Industry: Sales
Training Company Size: <50 Use case: Customer Enablement,
Sales Enablement, Sales Readiness Dan Fisher Founder
Mindtickle's product is amazing, but the people are even
better. If you're going to get a solution like Mindtickle,
it's important that you can trust and rely on the people
you work with. About Menemsha Group Menemsha Group
provides training content and services for recruiting
companies, mostly in the IT sector. Its online solutions
help clients accelerate win rates and improve performance
of sellers, recruiters, and managers. Menemsha Group
utilizes the Mindtickle platform to offer a comprehensive
enablement program—including robust analytics—to its
client base. The challenge Menemsha Group started as a
traditional sales training company, hosting live workshops
and webinars for its client base of IT recruiting
companies. Clients loved the content but had no way to
measure the results of the training over time. Beyond the
half-, full-, or multi-day session, there was no method
for quantifying or certifying knowledge. Additionally, Dan
Fisher, Menemsha Group's founder, needed to re-evaluate
his content delivery methods with the goal of being able
to scale his business and take on new clients without the
drastic additional headcount required for in-person
training. He also needed a way to deliver a quantifiable
service so that clients engage with him on an ongoing
basis, rather than one-and-done training sessions. The
solution The employees of Menemsha Group became experts on
the Mindtickle platform. Within months, the company
completely overhauled its go-to-market strategy with the
solution, training hundreds of reps at a time rather than
a few dozen at most. The business has evolved from one-off
workshops to a fully transformed SaaS model that provides
onboarding, training, and ongoing enablement. Using
technology to deliver Fisher's recruiting IP content and
provide tools like conversation intelligence and coaching,
Menemsha Group enables companies to track rep engagement
and how knowledge is being applied in the field—packaged
up in one efficient program. The impact Increased from 3-4
to hundreds of customers at a given time Menemsha Group
clients saw a 229% increase in revenue attainment by
recruiters in their first year when using Mindtickle
versus traditional training methods Clients also
experienced a 55% reduction in new hire time to quota
attainment 153% ROI in the first 90 days