

Integrace Health Enables Sales Team from the Top-down
Industry: Pharmaceuticals Company Size: 501 - 1,000 Use
case: Onboarding and training, Sales Readiness Shripad
Shukre Sales Training Lead I like MindTickle because it's
easy to use and I feel like I'm using a platform that will
really help my learners instead of stressing them out.
Integrace Health enables their sales team from the top-
down with Mindtickle. Challenges Sales readiness platform
under-utilized Suboptimal acceptance from sales
hierarchy Inconsistency in enablement initiatives across
the business Integrating new business at different levels
of maturity Solution Multi-level content to onboard new
hires Pitch practice and consumable content to improve
product knowledge Manager dashboards to gain insights,
drive learning and gather regular feedback on
progress Certification program to onboard users on
readiness platform and improve platform use Impact 78 –
82% approval rating from sales reps Content easier for reps
to consume Top-down engagement with the platform Onboarding
time reduced from 22 to 5 days Drastically reduced
administrative time To learn how Integrace Health uses
Mindtickle to onboard and up-level their sales
organization during COVID-19, download their COVID-19
response case study.