

Procore Achieves Excellence with Structured Sales

Enablement and Onboarding Industry: Company Size: Use

case: Micro learning Alex Jaffe Sales Enablement Manager

Our approach to sales enablement is in three different areas: Selling skills, a definite approach to product and industry, and working efficiently with our technology and maximizing results Procore Achieves Excellence with Structured Sales Enablement and Onboarding About Procore Procore is a software company that provides cloud-based construction management software. It allows teams of construction companies, property owners, project managers, contractors, and partners to collaborate on construction projects and share access to documents, planning systems and data, using an Internet-connected device. The software includes features such as meeting minutes, drawing markups and document storage for all project-related materials.

Challenges When the COVID-19 pandemic hit, CM Group's entire company shifted to working remotely. This meant they were faced with a challenge they hadn't experienced before: finding ways to onboard new hires virtually. On top of this, CM Group still had to train and motivate their existing employee base remotely. They had access to multiple enablement platforms but were struggling to streamline them into one consistent process.

Challenge Procore's sales team was growing rapidly, and with that, they were having difficulty gauging the performance of their team. Because their team was expanding so quickly, Procore was also struggling to keep salespeople up-to-date on constantly evolving product, industry, and competitive information. With such a fast-growing team, aligning their core messaging and sales process became a challenge. This included hiring new reps and ramping them up quickly. To go along with this, managing and delivering sales collateral in a way that ensured a consistent customer experience was something the Procore team wanted to do, but wasn't able to scale. They knew they needed to implement a structured sales enablement program. Alex Jaffe, Sales Enablement Manager for Procore, played a critical role in executing this strategy. **Solution** Sales enablement at Procore was structured into two distinct categories: segment based and functional based. All roles within the categories

functioned as a conduit between sales and the different departments involved in each initiative. The distinction based on functions and initiatives helped Procore handle their overall sales enablement program with ease. Using Mindtickle, Procore facilitated a structured, streamlined, and outcome oriented onboarding process to ensure their