

Factomart Increases Sales Knowledge Industry: Computer Software Company Size: 1-500 Use case: Onboarding and training, Sales Readiness Vikan Chirawatpongsa CEO & Co-founder MindTickle is now part of our sales development. Without it we would not be able to develop our salespeople. Challenges One-on-one onboarding inefficient and inconsistent Broad range of specialized products to learn Difficult to assess salesforce knowledge levels Solution Implemented sales readiness platform Put in place a structured sales onboarding program Developed process to assess knowledge efficiently Benefits Saved almost \$60,000 a year in resourcing Knowledge measured and skill gaps identified Time to onboard new hire reduced significantly