

How Data Axle Simplifies Sales Readiness and Gains Actionable Field Insights with Mindtickle Industry: Data, technology, and marketing services Company Size: 1000+ Use case: Sales Readiness>Call AI Sal Pecoraro SVP Client Technology Solutions and Sales Readiness "With Mindtickle, we can develop our IRP [ideal rep profile] to define what success looks like. Then we can determine where reps need help, whether it's presentations, a communication skill gap, or something else. Call AI will help us identify those gaps and let us provide the coaching to close those gaps and close more deals." About Data Axle Empowers companies to grow their business through data, technology and services Serves companies from local mom and pop shops to global enterprises 20% of all fortune 500 companies are Data Axle customers Designated by Forrester as a leading B2B data provider The challenge At Data Axle, sales readiness is a key focus However, the team needed a more modern solution to deliver onboarding and ongoing training What's more, they lacked visibility into how sellers were (or weren't) applying what they learned while on sales calls — and how that compared to industry benchmarks The solution Today, the team at Data Axle leverages Mindtickle's complete sales readiness platform to ensure its sellers are ramped quickly and always ready to close any deal In particular, the team relies on Mindtickle's Call AI to better understand what's happening in the field and coach sellers towards better outcomes The impact 95% adoption of Call AI 5,900 call recordings to date 30-40% reduction in new rep onboarding time with the program in Mindtickle Consistent measurement of call performance and use of insights to inform coaching initiatives