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

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"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 servicesServes companies from local mom and pop shops to global enterprises20% of all fortune 500 companies are Data Axle customersDesignated by Forrester as a leading B2B data provider

The challenge

At Data Axle, sales readiness is a key focusHowever, the team needed a more modern solution to deliver onboarding and ongoing trainingWhat'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 dealIn 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 AI5,900 call recordings to date30-40% reduction in new rep onboarding time with the program in MindtickleConsistent measurement of call performance and use of insights to inform coaching initiatives