

Mindtickle Enabled Reps to Hone Their Sales Skills and Understand New Products

Industry: Artificial Intelligence

Company Size: 1-500

Use case: Onboarding and training, Sales Enablement, Sales Readiness

Sean Chu

Chief Strategy Officer

The platform is very flexible and easy to tailor to the different needs we have across various teams from both a content provider's and a learner's perspective. It's also quite simple to use – especially with its very powerful mobile platform.

In selecting a sales enablement solution, two considerations were paramount for Appier: flexibility and simplicity.

Thus, the company chose Mindtickle's analytics-driven platform. "The platform is very flexible; easy to tailor to the different needs we have across various teams, from both a content provider's and a learner's perspective, it's also quite simple to use – especially with its very powerful mobile platform." says Sandy Tsai, Senior Manager at Appier. Mindtickle's implementation was completed in less than a month, and Appier laid the organizational groundwork carefully. "We discussed the goals with all of the stakeholders, including the content creators," says Sean. "We needed to organize and structure the content and find the right people to help us design the content. We also coordinated carefully with the sales leaders so they could convey this new direction to the reps."