

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