TurnKey Vacation Rentals Scales Pipeline Growth

Industry: Financial Services

Company Size: 1-500

Use case: Sales Enablement, Sales Readiness, Skills Development

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Mindtickle is a big step up from our previous training software, so our salespeople were all really impressed with the functionality when we first rolled it out to them

TurnKey Vacation Rentals achieved a 40% increase in deal quantity and a 15% improvement in pipeline generation from the field thanks to a scalable platform that supports their onboarding programs, sales role-plays and analytics.

About TurnKey Vacation Rentals:

Delivers the fine hotel experience of reliable customer service, cleanliness, and quality within the upscale vacation rentals industry.Over 4,000 homes under management in 55 U.S. markets and over 400 employees nationwide.

Challenges:

Outgrew a simple training software that couldn't support key content types, such as SCORM packages, and lacked analytics for enablement programs.Abundant sales tech stack created inefficiencies for the sales team.Remote sales team made it difficult to ensure sales reps viewed and understood training.

Solution:

Flexible curriculum design capabilities provide an engaging user experience.Analytics for both individual and group performance and compliance.Ability to record and evaluate sales role-plays on one platform to ensure reps understand messaging and are on brand.Ramping and continuing to train all users at scale on Mindtickle, including an outsourced guest experience team (similar to call center agents), customer success, and field operations.