SecureAuth Deploys Virtual Role-Plays & Certifications to Modernize its Sales Training

Industry: Information Technology & Services

Company Size: 501 - 1000

Use case: Certifications, Onboarding and training, Sales Readiness, Skills Development

Erin Hattenburg

Head of Sales and Channel Enablement

With Mindtickle, I was able to rapidly build out learning paths with modern content and introduce Mindtickle as home base for new hires so they get used to using it regularly. SecureAuth establishes best practices and certifies reps are ready to sell with Mindtickle.

Challenges

Disconnected approach to enablement across multiple systemsContent was out of date with no ability to track engagementReps struggled to find relevant information quickly

Readiness Approach

Weekly updates and communication from the enablement teamAutomated user-sync between Mindtickle and SalesforceVirtual role-plays to practice customer-facing scenarios and develop and certify skillsAnalytics identify leaders and laggards within the sales org based on performance and engagement

Impact

Established best practices and periodically ensures reps are on-messageReduced admin overhead and accelerated the onboarding experience with Mindtickle and Salesforce user-syncEnsured consistent adoption of enablement programs through steady stream of communication