

MongoDB Reduces Ramp Time by 45%

Industry: Computer Software

Company Size: 501 - 1,000

Use case: Onboarding and training, Sales Onboarding

Jeremy Powers

Regional Vice President, Australia & New Zealand at MongoDB

When our CEO and CRO said 'Hey! We need a common sales methodology, a common language within the team, a common way that we operate and process,' we knew that in order to fix it at the source, we had to change the way we onboarded our new hires and evolved our programs to extend to tenured sellers.

Request a Demo

MongoDB is the next-generation database that helps businesses transform their industries by harnessing the power of data.

They are a global company with headquarters in the New York City and offices throughout North America, Europe and the Asia-Pacific region. Founded in 2007, MongoDB spent their first seven years creating a great product and gaining traction amongst developers with an open source model. From 2014 onwards, MongoDB steered their go-to-market plan towards enterprise sales and were geared up for a rapid expansion. To achieve go-to-market excellence while scaling, their seller's development was critical.

We're scaling rapidly. How do we reduce ramp time and achieve our sales goals?

In order to sustain MongoDB's growth and aggressive hiring plans, it was necessary for them to establish a strong baseline of knowledge and message amongst the new hires. To achieve this, they needed a technology partner who could provide a comprehensive and an easy-to-implement onboarding solution. After concluding a successful pilot, MongoDB implemented a 30-60-90 day onboarding program on Mindtickle platform.

Structured Onboarding Path

With Mindtickle, MongoDB deployed custom onboarding paths for new SDR's, Corporate Sellers, Enterprise Sellers and Solution Architects. Baseline certification modules were assigned to the reps prior to the bootcamp on Mindtickle – setting a preface for the bootcamp. This enabled the reps to come to the bootcamp with a solid foundation which allowed subject matter experts to focus on complex topics around product and industry. As a result, the reps learned faster and the in-person sessions could be made more discussion and role-play oriented. The bootcamp was