

Integrace Health Enables Sales Team from the Top-down

Industry: Pharmaceuticals

Company Size: 501 - 1,000

Use case: Onboarding and training, Sales Readiness

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I like MindTickle because it's easy to use and I feel like I'm using a platform that will really help my learners instead of stressing them out.

Integrace Health enables their sales team from the top-down with Mindtickle.

Challenges

Sales readiness platform under-utilized
Suboptimal acceptance from sales hierarchy
Inconsistency in enablement initiatives across the business
Integrating new business at different levels of maturity

Solution

Multi-level content to onboard new hires
Pitch practice and consumable content to improve product knowledge
Manager dashboards to gain insights, drive learning and gather regular feedback on progress
Certification program to onboard users on readiness platform and improve platform use

Impact

78 – 82% approval rating from sales reps
Content easier for reps to consume
Top-down engagement with the platform
Onboarding time reduced from 22 to 5 days
Drastically reduced administrative time

To learn how Integrace Health uses Mindtickle to onboard and up-level their sales organization during COVID-19, download their COVID-19 response case study.