



4 Questions our Customers are Asking to Assess Digital Selling Readiness

In the midst of a socioeconomic crisis brought about by COVID-19, organizations are racing to resiliency by embracing telework and remote communications and collaboration approaches as they prepare for a new paradigm, in which all their employees will be remote some of the time, and many will be remote all of the time. Sales leaders especially — charged with shaping the team that brings in revenue for an organization — must make sure their tactics and strategies for training are as effective virtually as they were in the office. To this end, sales leaders are driving initiatives that digitally onboard, train, develop skills, and coach their team members to adopt the digital skills required to make today's remote customer engagement effective.

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[WEBINAR] Go Digital or Go Home! Reconstructing Customer-facing Teams to The New Remote Digital Sales Cycle - Sep 17, 11am PST

Digital engagement is paramount in today's pandemic era. Customer facing teams no longer interact in person with prospects and customers. Moreover, the emergence

of committee buying has also fundamentally changed the old account rep/relationship selling model forever.

The message is clear: **Go Digital or Go Home.**

Hear how trailblazing companies are adapting by recasting their approach, implementing a modern buyer-centric readiness model, establishing mastery of skills to a collaborative selling experience, and more.

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MindTickle

Knowledge-Sharing Is More Important Than Ever to Maintain Alignment Among Remote Teams

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Knowledge Sharing is More Important Than Ever to Maintain Alignment Among Remote Teams

Most of us are working from home right now, which unfortunately means we can't turn to our coworker next to us to ask a quick question. But working remotely doesn't mean sharing best practices has to stop altogether. In fact, it shouldn't. Continuing to share knowledge across remote customer-facing teams is key to making sure everyone is using the same playbook to effectively engage with customers, partners and internal teams, no matter where they are.

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[ON-DEMAND WEBCAST] Reverse an Ineffective Sales Force with 3 Critical Mandates

The Numbers don't lie:

44% of firms say their sales force is not effective

57% of firms have not been able to move that needle in the past 12 months

82% of firms do not have an effective sales force development program

And when you factor in today's "virtual everything" environment, it's do or die for enablement and readiness professionals to groom and create a sales force that can survive and thrive in this new environment. Hey, after all – your buyers (albeit remote) are just as demanding as ever.

Join us together with TOPO Inc and SecureAuth as we delve into the 3 critical mandates of Onboarding, Field Communications and Coaching At A Distance.

WATCH NOW



[NEWS] MindTickle Leadership Momentum Recognized in First-Ever Aragon Research Globe for Sales Coaching and Learning

MindTickle has been named a Leader in the **Aragon Research Globe™ for Sales Coaching and Learning, 2020**. This is the first Globe for Sales Coaching and Learning and follows the Sales Coaching and Learning Tech Spectrum™ in 2019, demonstrating the growth and momentum this market has experienced as well as the need for customer-facing representatives to be more ready than ever in the post-pandemic era.

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