

THE CRO ESSENTIAL GUIDE

## Today's CRO and Long-term Sales Readiness



### [GUIDE] The Long-term Sales Readiness Guide for CROs and Revenue Leaders

For Revenue Leaders, implementing a readiness strategy must be supported by effective tactical thinking that positions the organization for short-term, quick wins while creating the foundation for long-term financial success, while delivering ROI that is measurable in revenue growth and profitability.

In this guide, we have identified 4 critical programs that every remote CRO and Revenue Leader must implement to make remote selling an advantage!

[DOWNLOAD GUIDE NOW](#)

### Ready to Close More Deals Faster?

The rapid adoption of remote workforce readiness creates both challenges and opportunities for leaders to develop winning sales and customer-facing teams. To win in this environment, organizations must accelerate how they prepare their teams to be on message and on task the first time—and every time.

In this 2-minute video, you'll learn how MindTickle can accelerate ramp time and improve performance using data-driven readiness to develop winning teams.

[WATCH VIDEO](#)

# MindTickle Research Report on 2020 State of Remote Readiness for the CRO



HOST



**Sam Jacobs**  
Founder, Revenue Collective

SPEAKERS



**Lisa Sharapata**  
VP Marketing, Brand and Demand, MindTickle



**Jeff Santelices**  
Chief Revenue Officer, MindTickle

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## [WEBCAST] Revenue Collective: MindTickle Research Report on the 2020 State of Remote Readiness

Revenue Leaders are living through adverse effects on their ability to mobilize a digital-first frontline team and achieve revenue goals. Join Sam Jacobs (Founder of Revenue Collective), Lisa Sharapata (MindTickle VP of Marketing) and Jeff Santelices (MindTickle Chief Revenue Officer) as they deconstruct:

- How leaders can break down silos across sales, marketing and customer success now and preparing for 2021
- The critical issues that matter to your peers and other revenue leaders
- Best practices for addressing the economic and financial challenges in today's workforce and external environment

WATCH NOW

## MindTickle Recognized for Growth and Leadership in Company Culture and Innovation

We've recently been recognized for our fast growth, outstanding culture and product innovation! MindTickle was named one of the Fastest-Growing Companies in North America on Deloitte's 2020 Technology Fast 500™ and was rated the #2 Private Cloud-Computing Company to Work For During the COVID Crisis by Battery Ventures (powered by Glassdoor). Earlier in the year, MindTickle's product innovation was recognized by 2020 Sales and Technology Marketing Awards.

These awards combined with our recent \$100 million funding round further validates the demand for revenue and business leaders to transform the capabilities of customer-facing employees through modern, AI-enhanced learning, upskilling and coaching.

CONTINUE READING

## [KNOWLEDGE HUB] CROs & Revenue Leaders: Prepare Now in The Race to Win in 2021

For Revenue Leaders and CROs, a dedicated focus on revenue growth has never been stronger. We've prepared a hub of tailored resources to prepare you for strong performance today and into 2021.

[GO TO HUB](#)



**MindTickle!**

WEBINAR

### AGENDA OVERLOAD?

3 Tips to Put Value in Your Next Virtual Sales Meeting

Dr. Vicki Halsey  
VP Applied Learning  
Ken Blanchard  
COMPANIES

Hosted by Gopkiran Rao  
Chief Strategy & Marketing Officer  
MindTickle!

## [WEBCAST] 3 Tips to Put Value in Your Next Virtual Sales Meeting

In this webcast, Dr. Vicki Halsey, VP of Applied Learning at The Ken Blanchard Companies offers practical tips and successful techniques to help reps turn virtual meetings into won deals. You'll learn:

- How to prepare your content and co-presenters for digital excellence
- Establish an interactive agenda to boost engagement & energize your audience and overcome "Zoom fatigue"
- Adapt hard & soft skills to a virtual meeting environment

[WATCH NOW](#)



**MindTickle!**

### Manager-focused Analytics and Reporting

Boost Sales Manager Effectiveness

Harshal Maniyar  
Senior Product Manager

## [BLOG] Manager-focused Analytics and Reporting: Boost Sales

## Manager Effectiveness

Sales leaders at most high growth companies are constantly training and upskilling their teams to be more effective in the field and/or hiring new talent and ramping up them faster so they can start selling and closing deals as soon as possible. Gartner studies show that coaching effectiveness leads to a 19% improvement in sales performance. MindTickle has recently developed more effective and impactful sales manager analytics and reporting to help Sales and Enablement leaders drive sales efficiency.

CONTINUE READING

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cloudera

ForeScout

DEXCOM  
CONTINUOUS GLUCOSE MONITORING

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