



mindtickle

# A Buyer's Guide to Sales Enablement Solutions

## How will this guide help you?

It's hard to deliver high-impact sales enablement programs that are individualized at scale, engaging for sales audiences, and measurable against business results. That's why an effective sales enablement solution plays a key role in helping your salespeople build the knowledge they need to succeed. This guide will help you navigate the market to select the sales enablement solution that meets your goals.

### You'll find out about:

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Capabilities that can increase the impact of your programs

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Pitfalls to avoid

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# Capabilities that can increase the impact of your programs



## How does an effective sales enablement solution help you?

An effective sales enablement solution empowers you to provide the training, reinforcement, and practice that enables salespeople to build knowledge, engage in successful interactions, and close more business. But two-thirds of companies feel that their enablement efforts fall short. To help you succeed, look for a sales enablement solution that incorporates the following capabilities and avoids several common pitfalls.

### Desired capabilities:

- **Focus on skills that matter.** Training based on gut instincts is risky. Look for a solution that helps you identify the ideal attributes that will increase the impact of your programs — and increase results in the field.
- **Deliver sales-focused training and engagement.** Salespeople succeed when a solution maintains their attention and capitalizes on their competitive nature. A good sales enablement solution intertwines effective microlearning with gamified activities that spur competition, engagement, and retention.
- **Provide individualized enablement at scale.** Every salesperson is different, so one-size-fits-all training won't work. Choose a solution that identifies individual skill gaps and automatically focuses training on the areas of greatest need.
- **Reinforce learning.** "One-and-done" training doesn't work, since without reinforcement, most enablement activities are almost completely forgotten within 30 days. Choose a solution with AI-powered reinforcement and role-play mechanisms to ensure long-term retention.
- **Measure and coach.** Even the best training doesn't work if salespeople don't use it in the field. A good sales enablement solution measures effectiveness in the field, correlates skills to outcomes, and gives sales managers tools to remediate demonstrated skill gaps.

2/3

of companies feel that their enablement efforts fall short





# Pitfalls to avoid



## There are some approaches that are less adaptable and, thus, less long-lasting and useful. Avoid pitfalls like these...

**Generic training.** Salespeople have unique needs, so don't expect a general corporate onboarding product to meet them.

**"One-and-done" approaches.** Your sales enablement programs – and the impact on sales performance – are too expensive for your sales reps to forget key concepts. If the solution can't reinforce learning, you may want to think about alternatives.

**Absence of help in the field.** If managers can't track and coach to areas of need, it's really hard to ensure that enablement concepts are implemented consistently in everyday selling motions.

**Weak analytics.** If you don't know the impact of your enablement efforts, it's very difficult to optimize or adjust them. Results are too important to use adoption as a proxy for impact.





# Key evaluation criteria to consider



## Vendor evaluation checklist

Use this checklist to evaluate each vendor on critical sales enablement capabilities.

| Evaluation criteria                                                  | Exists today | Roadmap |
|----------------------------------------------------------------------|--------------|---------|
| <b>Platform</b>                                                      |              |         |
| Intuitive and powerful administration                                |              |         |
| Effective content management                                         |              |         |
| Templates for easy start-up                                          |              |         |
| <b>Training</b>                                                      |              |         |
| Sales-focused training modalities                                    |              |         |
| Automated, adaptive training based on demonstrated skill gaps        |              |         |
| Easy-to-create microlearning capabilities                            |              |         |
| Easily adaptable learning tracks based on roles and responsibilities |              |         |
| Instructor-led training options                                      |              |         |
| Gamified sales activities                                            |              |         |
| Engaging quiz and assessment questions                               |              |         |
| <b>Reinforcement</b>                                                 |              |         |
| Scientifically proven spaced reinforcement capabilities              |              |         |
| AI-enhanced role-plays                                               |              |         |
| Peer feedback and idea-sharing                                       |              |         |

### Evaluation criteria

### Exists today

### Roadmap

#### Field activities

Frontline manager visibility into rep skill attainment

Field coaching capabilities

Deal and skill remediation

#### Reporting and analytics

Role-based reporting dashboards

Correlation of skills to business objectives and outcomes

Drill-down reporting for enterprise, team, and individual details

Tight CRM integration



MongoDB reduced new hire ramp time by 40%, increased average productivity of ramped sales reps by more than \$200k per rep, and doubled the number of new reps hitting quota once ramped.



Our onboarding program has been reduced from 11-plus months down to six, which is just tremendous."

**Jeremy Powers**

*Regional VP, Australia and New Zealand*

### Why Mindtickle?

Instead of settling for disappointing generic programs, modern sales enablement organizations use Mindtickle to deliver high-impact enablement programs that are both effective and measurable. With Mindtickle:



Define  
Excellence



Build  
Knowledge



Align  
Content



Analyze  
Performance



Optimize  
Behavior

- **Enablement leaders** can identify the critical skills that are proven to close deals and then build programs that focus on the skills that matter
- **Individualized enablement programs** are relevant and personalized at scale, focusing on the unique needs of salespeople and the selling skills that drive revenue
- **Programs are infused** with multiple sales-focused modalities that maintain attention and use friendly competition to spur engagement and increase retention
- **Skills are etched** into long-term memory using AI-driven reinforcement and practice exercises that ensure training is remembered and used in the field
- **Front-line managers** have tools and reporting that help them provide individualized coaching and skill remediation to ensure that reps continue improving in the field
- **Programs are constantly evaluated** against results, ensuring that enablement programs evolve based on demonstrated business outcomes

## Why Mindtickle for sales enablement?

Mindtickle's knowledge-building solution is a part of Mindtickle's Sales Readiness Platform, which helps revenue teams be ready to engage the market with purpose and close deals with confidence. Mindtickle combines multiple solutions — including sales enablement and training, sales content management, conversation intelligence, sales coaching, and analytics — to create a unified approach to readiness.



**MuleSoft certified more than 400 reps on new messaging, doubled the average deal size, and shifted behavior from tactical engagement to strategic enablement.**



“ One important thing we drove was a significant relaunch of our messaging. Once it reached the field, there was no question of ‘Is this the right message’ Our leaders bought into it.”

**Stephen Hallowell**  
VP, Sales Enablement & Operations