

# mindtickle

## Readiness Rundown

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HEINZ  
MARKETING

BENCHMARK REPORT

### The New Sales Enablement Standard

How Today's Sales Leaders Grow Revenue  
With a Sales Readiness Approach

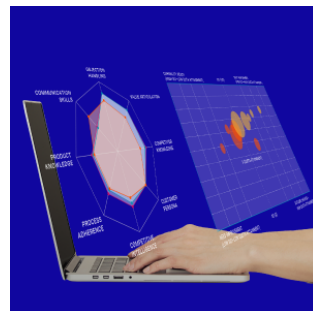


What is preventing sales reps from winning in business today? Better yet, what does it take for them to be ready to win?

We're excited to share our research in partnership with Heinz Marketing, in which we surveyed 280 sales and revenue leaders to discover what programs, processes, and tools they are using to support their teams in growing revenue. We came away with five major insights about what sales organizations are lacking and how they can improve. Download the report and learn more!

Download

### In case you missed it!



7 Stats That Prove Continuous Improvement and Customized Training is Key to Achieving Revenue Goals

[Read blog](#)

Deal Coaching vs. Skill Coaching: What's the Difference? (It's Big and it Impacts Revenue)

[Read blog](#)

5 Sales Performance Dashboard Examples CROs Must Have to Improve Sales Readiness

[Read blog](#)

## See you there?



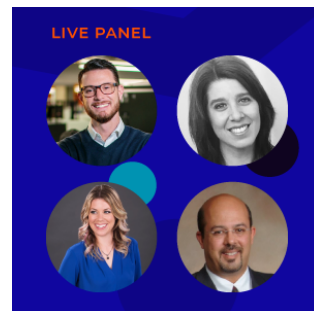
**Unveiling the Latest Sales Enablement Research: A Conversation With a CRO**  
October 27, 1:30pm ET

[Register](#)



**Sales Innovation Expo**  
November 16-17,  
London, UK

[Register](#)



**Sales Hacker: How the Top 15% Sales Leaders Enable Their Teams Differently Than the Rest**  
October 28th, 2021 –  
11:00 AM PT

[Register](#)



## Customer of the month

Mindtickle streamlines onboarding and more for Medallia:

- Onboarding overhaul for sales, marketing, and customer success teams
- Simple creation, distribution, and analysis of bite-size, digestible

learning modules

- Automated and streamlined workflows with simple integrations

[Read more](#)



**Nick Salas**

**Head of Sales Readiness  
Mindtickle**

## Readiness tip

Traditionally, sales and marketing teams have managed the sales enablement strategy entirely on their own. But a modern selling environment calls for the involvement of more teams (sales leadership, business development, marketing, sales, and revenue operations) in order to build a stronger program and ultimately a stronger team.

**Be Ready**

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