

# Introhive Gets New Hires Up and Running Faster, Boosts Productivity with Mindtickle

---



Headquarters: Fredericton, New Brunswick, Canada

Founded: 2011

Company Size: >200

Industry: CRM/ERM

“Reduction in time to productivity has been a huge win for Introhive, thanks to Mindtickle. It’s exceeded our expectations and we’re well-positioned to meet our goals.”



Melissa Stewart  
Sales Enablement and Training  
Manager, Introhive

## THE CHALLENGE



Introhive is the world's fastest-growing AI-powered sales and relationship intelligence platform, and despite the various challenges brought on by the COVID-19 pandemic, it has maintained its tremendous growth pattern. Introhive had to scale quickly and streamline its onboarding process without an enablement platform in place. In addition, time-to-first-sale for new hires and overall sales cycles were running longer than expected. Content, including learning paths, was housed in disparate systems and difficult for sales reps to find and access. Altogether, these challenges exposed the need for comprehensive enablement to help Introhive engage with and develop their team at scale, while ensuring their success.

## THE SOLUTION



A comprehensive enablement suite, the Mindtickle Sales Readiness platform helps Introhive engage and develop its teams, so reps are prepared to perform their best and win more business. Onboarding is efficient and effective so new reps can ramp up and meet sales targets quickly. Users are trained in a streamlined, outcome-focused way using gamification, role plays, and microlearning. Their success is measured, analyzed, and reported so managers can identify gaps in learning and adjust their coaching to individuals accordingly.

## KEY RESULTS

Reduced time-to-first-sale  
for new hires by approximately  
**3 months**

---

Shortened sales cycles

---

Strengthened partnerships  
by new standardized sales  
rep messaging

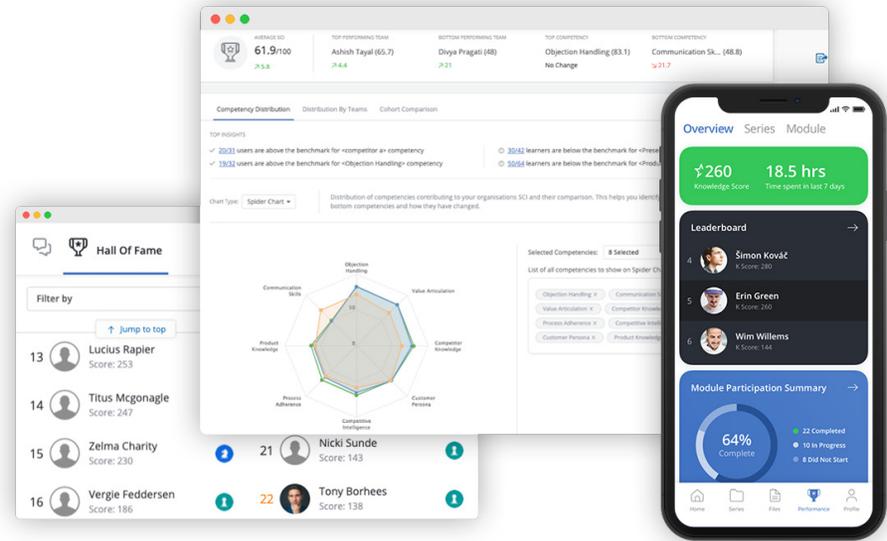
---

Grew certifications by  
**100%**

# Mindtickle covers more than efficient on-boarding

With effective onboarding top of mind, Introhive rolled out Mindtickle and watched time to productivity shrink for its new hires. Since deploying Mindtickle, Introhive has seen a reduction in time-to-first-sale by three months. But that doesn't mean the onboarding process itself has been reduced; in fact, it has increased significantly, which has resulted in a more impactful program.

*"Our initial onboarding process took about two days or so in addition to time shadowing other reps," said Melissa Stewart, Sales Enablement and Training Manager at Introhive. "Now, our new hires emerge from the program much better prepared. By the time it's completed, they've gone through a 30-day program in Mindtickle. At the conclusion, they present a pitch/demo to be certified before they can actually 'graduate.' While the on-boarding process is longer, it's much more impactful and has greatly influenced their time to productivity."*



“ We are always measuring against established benchmarks so we can monitor whether we're on target. Mindtickle helps us here, as it provides insight on whether reps are consuming and using the content correctly, which ultimately affects their success in front of the customer. ”

Melissa Stewart, Sales Enablement and Training Manager, Introhive

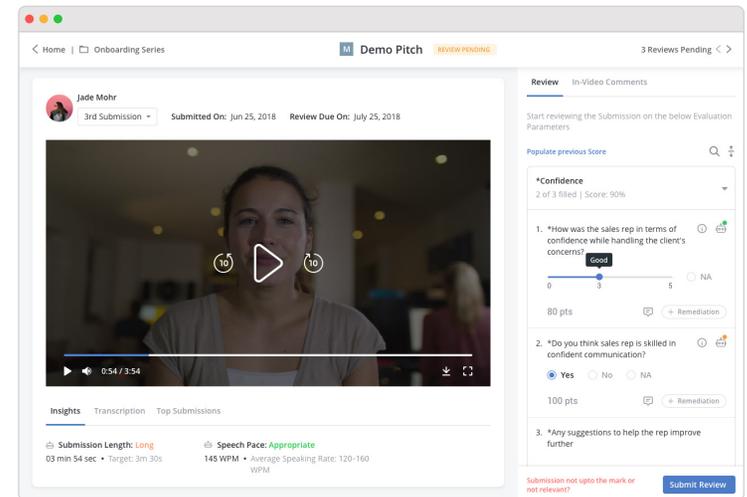
# A makeover for sales kickoff and trainings

The rest of sales has found great benefit in Mindtickle, too. The platform provides Introhive reps with the opportunity to practice what they've learned. Reps can record themselves presenting a demo and compare the result against a rubric. They also have access to discovery question documents through Mindtickle, which helps reps hone in on the right messaging and questions to ask prospects so they properly communicate Introhive's value. Stewart can track if and how reps are using these documents as well.

In the past, in-person sales kickoffs required 100 or more people sitting in a room eight hours a day for four straight days. Retaining information delivered over the course of those 32 hours was understandably difficult. Mindtickle supported last year's remote SKO, providing easy-to-consume pre- and post-work surveys and searchable content that reps can revisit in their own time.

“ You think about sitting in person in a room for eight hours a day—how much of that information will a rep actually retain? Mindtickle enabled greater content consumption among our reps, and we were able to knock it out of the park, in terms of engagement. ”

Melissa Stewart, Sales Enablement and Training Manager, Introhive



## INTROHIVE SNAPSHOT

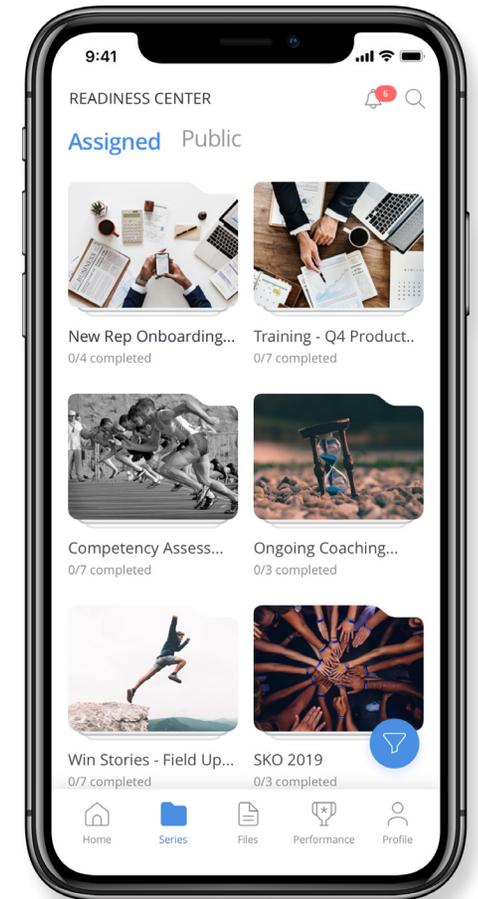
- \* Revenue acceleration platform that boosts productivity and performance
- \* Provides solutions for collecting and cleansing data to drive revenue-generating insights
- \* Partners with industry-leading brands to grow their revenue, relationships, and retention

# Gaining a following across Introhive

Sales reps aren't the only "Introhivers" to use Mindtickle. Stewart said the platform is popular across the organization—especially since so many are working remotely. *"It's helped us develop a sense of community,"* she said. *"We've got people taking classes together in Mindtickle. They practice what they've learned on their own time, but we gather during the week to discuss content and address any questions. Mindtickle is the anchor for all this, and we've got the entire organization clamoring for it now. It's a huge success story."*

**“** We just love Mindtickle. It's had maximum engagement because it's so much fun to use, and everyone is excited to use it. It's one-of-a-kind in sales enablement. **”**

Melissa Stewart, Sales Enablement and Training Manager, Introhive



mindtickle

Interested in learning more about how Mindtickle gets sellers ready for the moments that matter?

Get Started