

CASE STUDY

Integrace Health Enables Sales Team from the Top-down with MindTickle

About Integrace Health

- Healthcare company providing novel solutions in the management of orthopedics and gynecology
- Ranked 71 in the Top 100 Pharma companies in India
- Specializes in musculoskeletal disorders, pain management and women's health

Challenges

- Sales readiness platform under-utilized
- Suboptimal acceptance from sales hierarchy
- Inconsistency in enablement initiatives across the business
- Integrating new business at different levels of maturity

Solution

- Multi-level content to onboard new hires
- Pitch practice and consumable content to improve product knowledge
- Manager dashboards to gain insights, drive learning and gather regular feedback on progress
- Certification program to onboard users on readiness platform and improve platform use

Impact

- 78 - 82% approval rating from sales reps
- Content easier for reps to consume
- Top-down engagement with the platform
- Onboarding time reduced from 22 to 5 days
- Drastically reduced administrative time

77%

Decrease in Onboarding Time

80%

Average Approval Rating from Sales Reps

"I like MindTickle because it's easy to use and I feel like I'm using a platform that will really help my learners instead of stressing them out."



Shripad Shukre,
Sales Training Lead

Sales Training Adoption is Driven From the Top

When Shripad Shukre, Sales Training Lead, joined Integrace Health, the company was still a startup and he was the first person to have functional responsibility for sales training. Integrace Health had already implemented MindTickle in one of its divisions, but the platform was not utilized to its full capability and lacked consistency.

Shripad knew that to be successful, his sales enablement initiatives needed to be adopted at all levels of the sales hierarchy. "Sales will always have resistance to something that is not going to directly influence their outcome. Rather than go through each rank of the sales hierarchy, I started developing champions with the division heads first," he shared.

This was not an easy task given that some parts of the organization relied on WhatsApp groups and presentations of 60+ slides to train their sales teams. Shirpad's focus was on ensuring leadership understood the extensive features and value of the MindTickle platform and how to apply it to facilitate more engaging field communications.

During this time, Integrace Health had also acquired a new business that focused on women's health, which was not as mature of its controls and behavior as other parts of the business. This created inconsistency across enablement initiatives in the organization.

Platform Knowledge was Critical to Building Technical Skills

Integrace Health implemented an Annual Operating Plan (AOP) that included several key requirements with implications for sales training, such as:

- Taking a scientific approach when building skills and knowledge as a constant; and
- Building skillsets at three levels: sales reps, first and second-line managers

To ensure these parameters were met, Shirpad first needed to make sure everyone knew how to use MindTickle properly so that the platform could then be used to build their technical skills. To achieve this, he familiarized people to the MindTickle platform by:

- Introducing an induction model for all users, including managers;
- Creating a dashboard shared with frontline managers twice a week to keep them informed on their reps' participation and performance;
- Certifying users on MindTickle. After viewing induction material that included a video by the CEO, a demo and guide to the platform, sales reps used MindTickle Missions (virtual role-play scenarios) to demonstrate they knew how to use the platform correctly before being certified as a user of MindTickle;
- Requiring each person to spend at least 30 minutes a day on the platform, measured through MindTickle's analytics; and
- Ensuring content was easy to consume by educating Marketing personnel on how to make enablement content straightforward and easy to understand.

"The MindTickle customer support team has been a sounding board for me whenever I had a challenge, not just in MindTickle but building programs as a whole."

Inducting managers on how to use MindTickle was a stroke of genius. "Now that managers are driving enablement for their teams, MindTickle adoption has skyrocketed," explains Shirpad.

The manager's MindTickle induction involved showing them:

- The importance of Mission reviews and how to conduct one;
- The various modules to drive learning, engagement and communications; and
- A high-level walkthrough of the platform

Managers were then required to complete mock-up modules over the next week and asked to provide feedback.

Sales reps use MindTickle's virtual readiness platform to:

- Understand and practice their sales pitch, replacing the need to rely on detailed, hard copy product brochures;
- Share audio clippings with product details that are available at any time; and
- Introduce multi-level content to onboard new hires and build their knowledge of the organization. This includes comprehensive information about IT assets to escalation matrixes and appraisal processes. The content is introduced at different phases of a person's onboarding, with individuals progressing to the next level of content as their knowledge increases.

As Sales Capability Improved So Did Training Efficiency

These sales readiness initiatives have made a significant difference to Integrace Health. Originally Shripad expected to onboard new hires in 22 days, but now onboarding takes just 5 days. "I've even reduced my administrative time drastically. Because the framework I've built is repeatable, anyone who joins the company just needs to be assigned to their team to start receiving the relevant programs on MindTickle. Previously, I would have had to recreate these onboarding frameworks for each new cohort," he explains.

"It's a win-win situation. Not only are we reducing expenses, but also saving time for the participants and enablement as well."

Looking forward, Shripad is focused on several initiatives that allow him to continue to develop and optimize enablement programs by providing tangible data and results. These include:

- Conducting a quarterly assessment of the knowledge index of all sellers and managers to identify improvements;
- Introducing new training modules that focus on specific aspects of doing business. For example, a module on how to handle business remotely that covers etiquette for virtual meetings;
- Increasing adoption of enablement programs by sending follow-ups to users and frontline managers and introducing reminders to complete programs on MindTickle;
- Improving reps' skills to put their knowledge into practice by further developing role-play capabilities using Missions;
- Building frontline manager skills by training them to coach the next level of management; and
- Introducing sales call script certifications on MindTickle that involve a 6-day course, assessment and video and product communication submissions to demonstrate their skill.

Through these initiatives, Integrace Health can take comfort in knowing that their sales reps have the capabilities and knowledge they need when they meet with doctors and that frontline managers have the skills to support their teams to succeed in the field.

"You can upload as many slides as you want, but what is the guarantee that the person will understand and use it in the field. Your end goal is not if the sales reps reads it; your end goal is if they are able to use it in a clinic when they are meeting the doctor."

About MindTickle

MindTickle provides a comprehensive, data-driven solution for sales readiness and enablement that fuels revenue growth and brand affinity. Its purpose-built applications, proven methodologies, and best practices are designed to drive effective sales onboarding and ongoing readiness. With MindTickle, company leaders and sellers can continually assess, diagnose and develop the knowledge, skills, and behaviors required to effectively engage customers and drive growth.

Companies across a wide range of industries use MindTickle's innovative capabilities for on-demand, online training, bite-sized mobile updates, gamification-based learning, coaching and role-play to ensure world-class sales performance. MindTickle is a global, privately-held company headquartered in San Francisco, CA.