

Viewpoint Powers Sales, Accelerates Onboarding with Analytics-Driven Sales Readiness & Enablement

Viewpoint is a leading global provider of integrated software solutions for the construction industry. Their software enables customers to integrate construction operation and project management to improve project profitability, enhance productivity, manage risk, and effectively collaborate across the broad construction ecosystem.

With nearly 8,000 clients, Viewpoint's innovations are transforming the construction industry by fully integrating operations across financial and HR systems, project management tools, and mobile field solutions. The company competes in a complex and dynamic space, and doesn't compromise on giving sales teams all the help they need by empowering them to communicate the value of their software solutions while staying on message and on task.

Swamped by Growth

When Beth Allen, Director of Sales Learning and Enablement, joined Viewpoint's newly created sales enablement department in April 2017, one of her first priorities was to find a platform that could help her systematize enablement and readiness efforts that had been strained by the company's rapid growth.

"There were often multiple communications during a week, but there wasn't really a cadence," she recalls. "It was all a bit random, but highly frequent because we have upwards of ten different product offerings."

For their sales training, the company was using a video conferencing tool and sharing recordings via e-mail or Microsoft SharePoint. "Those were often not going through the learning team or the enablement team," Allen adds. "It was very much a case of, say, a project manager doing a live session or an e-mail blast to the sales organization about any changes that were happening."

Her wish list of potential results from the solution?

"Getting people ramped up quicker, keeping sales updated on important product information, improving training, tracking completions, reducing email, consolidating where people could find information, developing a cadence for enablement...it was a long list."

"Hey, Where's My Team at on This?"

After reviewing sales enablement solutions, Viewpoint selected MindTickle as the best solution for its enablement needs and was able to fully implement, rollout, and start using the platform in less than three months. The implementation was "super simple," says Allen, noting the minimal involvement from IT.

Allen's team worked closely with company leadership to teach them how to use the solution's analytics capabilities and provide proactive reporting. "The effect of that has been really significant," Allen notes. "Our execs often ask, 'Hey, where's my team at on this? This is really important!'" The analytics give them a way to reinforce the program with their teams.

"We needed a platform that would be able to scale to the organization rapidly, and that's what MindTickle provided: the ability to set up different types of content for different learners and get them trained and ready – fast."



– Beth Allen, Director of Sales Learning and Enablement, Viewpoint

ABOUT VIEWPOINT, A TRIMBLE COMPANY

- Global provider of cloud-based software solutions for the construction industry.
- Founded in 1976: in business for over 40 years.
- Now part of global software, hardware, and services leader Trimble.
- Headquartered in Portland, OR.

PROBLEM

- Multiple siloed and ad-hoc tools made sales enablement efforts difficult.
- Inability to track course completions blocked insight into training effectiveness.
- Slow onboarding delayed new sales reps' contributions to the pipeline.

SOLUTION

Viewpoint deployed MindTickle as part of a structured onboarding program and utilized the analytics-driven enablement dashboards to track readiness of the sales team including course completion and certification.

BENEFITS

- Streamlined and consolidated sales enablement onto a single platform.
- Raised training completions to 90% and above for key initiatives.
- Accelerated new representative onboarding, achieving 60% reduction in time from hire to initial deal close.

60% year-over-year improvement in average time to first booked deal from **130 to 52 days**.

TOP 7 RESULTS

Among the key outcomes from the first year of MindTickle's solution:

- 1 **Better insight into training outcomes.** From the get-go, Allen focused on driving teams to MindTickle for certification of training. "In August 2017, we launched two key training certifications for our sales organization: for our playbook and for Salesforce, which we had just implemented globally. We achieved 99% certified in the playbook and 91% certified in Salesforce. We were able to track that because of MindTickle."
- 2 **Faster onboarding.** This was a big initiative in 2018. "We're definitely finding that folks are accelerating into positions," Allen reports. "We've achieved a 60% year-over-year improvement in average time to first booked deal: from 130 days to just 52."
- 3 **More agile training.** Viewpoint's growth showed no sign of slow down – the opposite was happening, in fact – and the company actually acquired one of its competitors in 2017. "We had to do cross-training for the merger – training the sellers in each business on the other organization's ERP solution," says Allen. "We completed that quickly, and we also saw our sales for the acquired product increase significantly in that quarter. I believe MindTickle was a factor in that."
Similarly, MindTickle was a major component in a massive new pricing structure launch: a program that has achieved close to 100% compliance in the sales organization.
- 4 **More consistent messaging.** MindTickle has helped Viewpoint focus and simplify its enablement communications. For example, the team creates a two-minute video once a week with the three or four top things that reps need to know. "They know it's less than two minutes, and it comes out every Monday. We track completions and we reinforce it with a test question. It helps people prioritize and filter, and I have no doubt it has cut down on email!"
- 5 **Improved ongoing learning.** Typically, Viewpoint uses MindTickle's quick updates, course delivery, and quiz questions for ongoing learning. For an upcoming launch of a construction accounting course, Allen may add a final assessment component. "We're also trying out an idea of using podcasts – using MindTickle to encourage learners to use their phones to listen to certain parts of the courses," she adds.
- 6 **A more supportive culture.** According to Boenisch, MindTickle has helped Viewpoint build a more collaborative, supportive environment for sales, especially when it comes to onboarding. "I've gotten very good feedback from the new hires," he reports. "Some of them have told us this is the best onboarding experience they've had at any company. I think a lot of credit goes to the MindTickle platform and having the technology in place to help differentiate us from our competitors."
"Company leadership appreciates having an easier way to get the corporate message out," Boenisch adds. "It gives them a place to send their seller to find the information, versus having to reteach it or retell the story multiple times. Now they can focus more on the business and their deals versus getting the training out."
- 7 **Enhanced engagement through video role plays.** Allen leverages MindTickle's video role-play capabilities to build excitement and engagement in onboarding, and more generally to help reps practice and reinforce skills. "We drove our global sales organization's contribution to our business planning process through MindTickle, which I think was a real success. We had sales reps submit their business plan via a video role-play, as if they were delivering to a board meeting. We ran it as a competition, and awarded gold, silver, and bronze medals plus monetary rewards. I was able to share the top 20 videos with leadership and across the organization."

Powering the Learning Organization

MindTickle's impact on the sales organization was so positive that the company decided to implement the platform for a broader audience just a few months after initial launch, extending it to their Professional Services and Support departments as well as to channel partners.

Says Allen, "We needed a platform that would scale to the organization rapidly, and that's what MindTickle provided – the ability to set up a bunch of different types of content for different learners and get them trained and learning fast. Our Chief Operating Officer now describes Viewpoint as a learning organization. MindTickle is the platform that's taking us there."

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– Jake Boenisch, Senior Director of Integrated Learning and Field Enablement, Viewpoint

