

mindtickle

CUSTOMER STORY

Menemsha Group

Transforms its
GTM Strategy
with Mindtickle
accounting for 95%
of licensing revenue



MENEMSHA**GROUP**

HEADQUARTERS

Boston,
Massachusetts

FOUNDED

2008

COMPANY SIZE

2 - 10

INDUSTRY

Sales
Training

|| Mindtickle's product is amazing, but the people are even better. If you're going to get a solution like Mindtickle, it's important that you can trust and rely on the people you work with. ||



Dan Fisher
Founder,
Menemsha Group

About Menemsha Group

Menemsha Group provides training content and services for recruiting companies, mostly in the IT sector. Its online solutions help clients accelerate win rates and improve performance of sellers, recruiters, and managers. Menemsha Group utilizes the Mindtickle platform to offer a comprehensive enablement program—including robust analytics—to its client base.



The Challenge

Menemsha Group started as a traditional sales training company, hosting live workshops and webinars for its client base of IT recruiting companies. Clients loved the content, but had no way to measure results of the training over time. Beyond the half-, full-, or multi-day session, there was no method for quantifying or certifying knowledge. Additionally, Dan Fisher, Menemsha Group's founder, needed to re-evaluate his content delivery methods with the goal of being able to scale his business and take on new clients without the drastic additional headcount required for in-person training. He also needed a way to deliver a quantifiable service so that clients engage with him on an ongoing basis, rather than one-and-done training sessions.

The Discovery

Menemsha Group reached a point where it was only generating revenue when Fisher and his team were out in front of customers, working around the clock—and burnout was setting in. In an effort to scale the business without increasing work hours, they experimented with different learning management systems (LMS), all of which they found to simply serve as content repositories. Then, Fisher met one of the co-founders of Mindtickle at an event, where a partnership contract was signed on the spot.

The Solution

The employees of Menemsha Group became experts on the Mindtickle platform, and within months, the company completely overhauled their go-to-market strategy with the solution, training hundreds of reps at a time rather than a few dozen at most. The business has evolved from one-off workshops to a fully-transformed SaaS model that provides onboarding, training, and ongoing enablement. Using technology to deliver Fisher's recruiting IP content and provide tools like conversation intelligence and coaching, Menemsha Group enables companies to track rep engagement and how knowledge is being applied in the field—packaged up in one efficient program.

Now, my business has completely changed. We're a complete software-as-a-service model, 95% of our revenue comes from licensing the Mindtickle platform and access to our content.

Dan Fisher

Founder, Menemsha Group

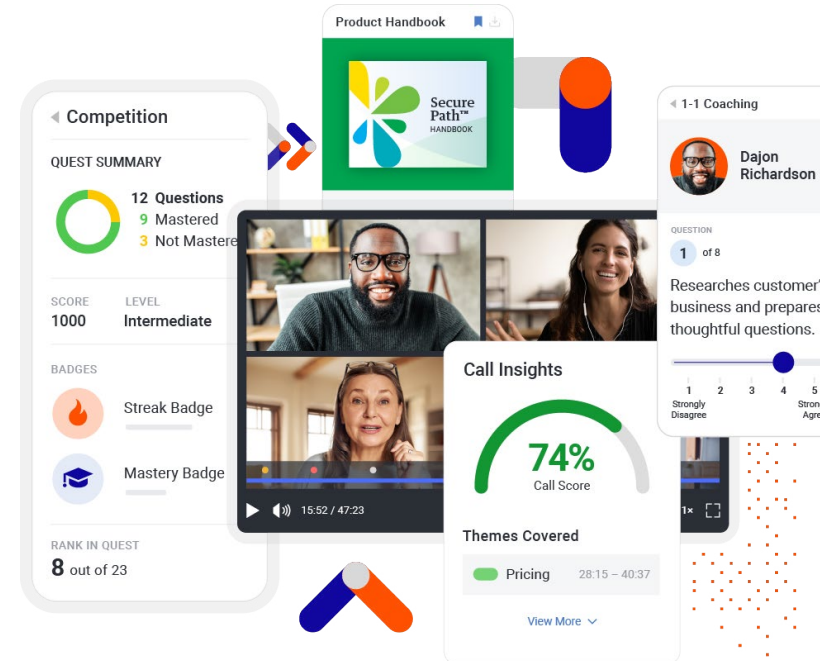
KEY RESULTS

- INCREASED FROM 3-4 TO HUNDREDS OF CUSTOMERS AT A GIVEN TIME
- MENEMSHA GROUP CLIENTS SAW A 229% INCREASE IN REVENUE ATTAINMENT BY RECRUITERS IN THEIR FIRST YEAR WHEN USING MINDTICKLE VERSUS TRADITIONAL TRAINING METHODS
- CLIENTS ALSO EXPERIENCED A 55% REDUCTION IN NEW HIRE TIME TO QUOTA ATTAINMENT
- 153% ROI IN THE FIRST 90 DAYS

Making winning behaviors repeatable and scalable across the client base

Historically, small businesses could get by with a few highly-experienced sales reps. But in today's market, they must create the capacity to onboard, train, and develop inexperienced salespeople. Enabled by Mindtickle, Menemsha Group fills the gap for these customers, starting with ramping up new hires. By crafting compelling, industry-specific content and delivering it in scientifically proven, spaced intervals, the Menemsha Group team enables customers to onboard their new salespeople quickly and ensure knowledge sticks..

Beyond delivering onboarding and enablement content, Fisher and his team have implemented conversation intelligence and coaching into their client services to further improve and certify sellers' knowledge and performance. Clients have better insight into what's happening on sales calls so they can tie results to training, identify gaps, then provide more impactful coaching to every individual. Not only does this offer more benefit to clients, it's also created new revenue streams for Menemsha Group.



|| When I sit down with a customer, I start with, 'Let's talk about how we are going to make winning behaviors repeatable and scalable for predictable revenue growth.' My competitors can't have that conversation. ||

Dan Fisher
Founder, Menemsha Group

Redefining the concept of training

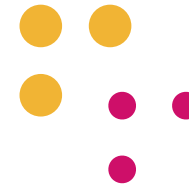
Menemsha Group is no longer offering training as an “event;” instead, it takes a completely outcome-driven enablement approach. Some of its clientele were hesitant about this new approach, as they were already leveraging other training libraries available to anyone for free online. “It’s great to have a massive library of content, but you’re basically telling your salespeople that it’s okay for them to adopt anything they want,” said Fisher, “Part of an enablement platform is to get everybody on the same page with the same message following a common methodology.”

By delivering a platform that tracks key competency development, Menemsha Group’s clients can establish benchmarks for what good looks and sounds like, empowering employees to take skill-building into their own hands. Furthermore, preaching the importance of ongoing engagement via Mindtickle to truly impact performance, Fisher is positioning himself as a thought leader in his industry and differentiating Menemsha Group from its competitors.

|| Mindtickle is flippin’ awesome.
In one word: gamechanger. ||

Dan Fisher

Founder, Menemsha Group



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

**GET
STARTED**