

Laura Bailey

Aurigo Leveraged Mindtickle for Structured Sales Enablement and Onboarding of their GTM Team

aurigo®

Headquarters

Texas

Founded

2003

Company Size

201-500
employees

Industry

Software
Development



Overview

- Aurigo is a global B2B software construction technology company that aims to help public sector agencies and facility owners plan, deliver, and maintain their capital projects and assets safely and efficiently.
- Aurigo's customers solve their planning and portfolio management needs and manage the entire construction lifecycle, including critical processes related to safety, quality, maintenance, and business operations.
- Aurigo has been recognized in the GovTech100 three years in a row as a key contributor focused on making a difference in and selling to state and local government agencies across the United States.

The Challenge

- Aurigo sales team's growth led to a need for a structured sales enablement and onboarding process for existing and new reps needed to be streamlined and appropriately assigning onboarding and training by roles
- Lack of visibility into content and collateral available for GTM teams
- Struggling to ramp up new reps faster and getting them ready in the field

Solutions

- Explore a fully integrated solution to address the organization's enablement, content, coaching, and conversation intelligence needs
- Reinvent and structure the onboarding process for new repsGauge the extent of discovery taking place on a call before handing over the opportunity to the AEs and coach them appropriately
- Centralize and govern all content and make it easy to find and use by anyone in the organization.
- Improve adoption and training completion and enablement programs by issuing certificates post-course completion

Impact

Average days for rep's first dial down from

**26 to 10
days**

Average days to the first opportunity down from

**25 to 16
days**

Average days to first stage 3 down from

**71 to 23
days**

Track and showcase enablement metrics and the impact they had on moving opportunities further down the sales funnel

About Aurigo

Aurigo is a leading provider of cloud-based software solutions for capital planning, project management, and construction for government agencies, utilities, and other infrastructure owners. With a strong focus on the built environment, Aurigo empowers organizations to efficiently plan, execute, and manage large-scale projects while minimizing risks and maximizing returns.

Their comprehensive solutions, including capital planning & budgeting, project management, contract management, and inspection & compliance, streamline processes and enhance stakeholder collaboration. Aurigo enables data-driven decision-making, accelerates project timelines, and improves cost control by leveraging cutting-edge technologies like artificial intelligence and data analytics. With a proven track record and a global presence, Aurigo continues revolutionizing how infrastructure projects are delivered, ensuring efficiency, transparency, and sustainability from planning to completion.

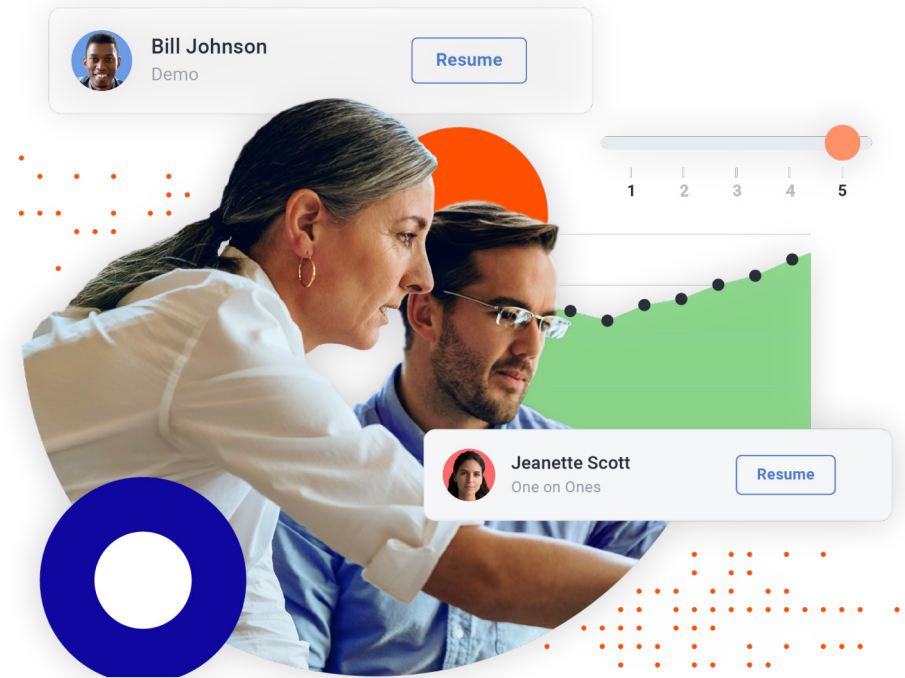
With a growing GTM team, Aurigo needs structured sales enablement and onboarding

The challenge:

As Aurigo expanded its GTM team, a more structured sales enablement and onboarding process across the organization became clear. They knew the onboarding process needed to be more cohesive, and new reps needed to be assigned role-specific content. There were additional challenges that the Aurigo team faced.

Aurigo's enablement ecosystem used ad hoc training videos and content assigned to onboard and educate reps about the various products at Aurigo

The marketing & sales teams at Aurigo created great content available on Sharepoint. But people weren't aware of the content and often spent time recreating collateral that already existed. Aurigo's BDR team was challenged with completing more extensive discovery prior to handing them off to the AEs.



The solution:

Laura Bailey, Senior Manager of Marketing Operations, was responsible for establishing the enablement charter for Aurigo and led all the efforts toward creating a world-class enablement program. The first step was to identify the right platform to address the onboarding challenges and be a single repository to store and manage content. Additionally, they needed a conversation intelligence and coaching platform to get insights into how BDRs were doing discovery calls, help them qualify them as opportunities, and coach them on being more productive.

Aurigo chose Mindtickle's consolidated revenue productivity platform to address all the various enablement needs of the stakeholders.

Bringing organization-wide enablement together

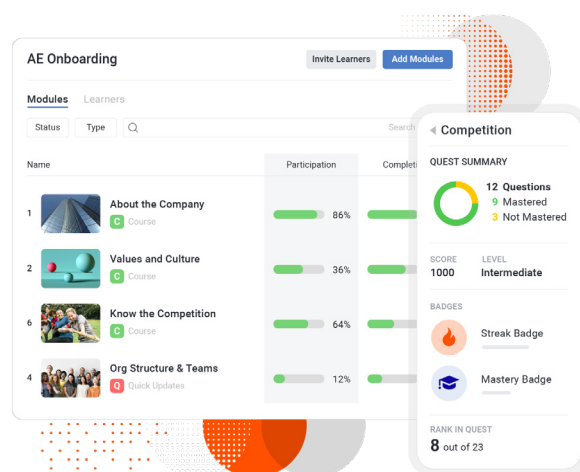
Before Aurigo implemented Mindtickle, training took place quarterly and required sellers to watch videos and then answer questions related to them.

With Mindtickle, Aurigo brought the entire GTM organization into the platform. Laura contacted every director, explained what was underway, and invited them to the onboarding path.

Each team had a unique onboarding path and was enabled via Mindtickle., and. While launching a new quarterly program, Laura asked directors which team members should be a part of the program, how to provide feedback, how they could see team scores, and if specific content needed to be assigned. While measuring the efficacy of enablement programs, Aurigo chose three metrics to track

- Participation
- Scores
- Feedback

With Mindtickle, Aurigo could track these metrics, which helped them understand the value of enablement across the organization.



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The Mindtickle team has not just been a partner to me but also everyone at Aurigo who has been trying to work on their respective focus areas.

It can be overwhelming for anyone who has to get things done without the necessary support, so that's been a great lift off of my shoulders to feel like Mindtickle is there to answer those questions and be supportive to the Aurigo team.



Laura Bailey

Senior Manager Marketing Operations
Aurigo Software Technologies

Centralizing and managing content governance through Mindtickle's Asset Hub

The shift from Sharepoint to Mindtickle centralized content helped sellers easily find and use content and reduced duplicate collateral creation.

With Mindtickle's Asset Hub, Aurigo separated internal-facing assets (competitive and sales battle cards, persona documents, etc.)- and external-facing pieces (case studies, product datasheets, or industry-specific content.) content was tagged so anyone accessing the asset knew how and when to use it.

Additionally, Digital Sales Rooms(DSRs) collated content specific to an industry or customer in one place, tracking how customers interacted with it and giving the marketing team insights into which content drove action.



During the weekly sales and marketing meeting, Laura also announced all new content, explaining the collateral's use case and context. Mindtickle organized content for Aurigo's GTM team so sellers knew the content available at every sales cycle stage.



We thought the Digital Sales Room was a great way for us to use it with our customers,

with the ability to ask questions and get responses in real-time, serving the buyers better. It's also easier to share without getting things lost in emails. It organizes things for the Aurigo sales team and our customers to have every conversation and touchpoint in one place. It helped us seal the deal for us with Mindtickle.

Laura Bailey

Senior Manager Marketing Operations
Aurigo Software Technologies

Leveraging coaching to help BDRs qualify opportunities better

The BDR needed a solution that would also replace its existing coaching platform.

The team knew a consolidated platform would save money and give them a single system to manage enablement and coaching. The BDR leader at Aurigo wanted a solution to address BDR efficacy during discovery calls so they could be coached more effectively on and

The Aurigo team uses Mindtickle to do 1-on-1 call coaching sessions with reps and weekly coaching where the entire team reviews calls and, as a group, discusses how to improve. Mindtickle is driving a greater alignment of expectations and how they can push the bar higher for the entire team.



We wanted to show how our enablement function was helping.

We had long sales cycles, and Mindtickle was just blowing the other platform away as far as ease of getting to the metrics and showcasing this to the leadership team.

Laura Bailey

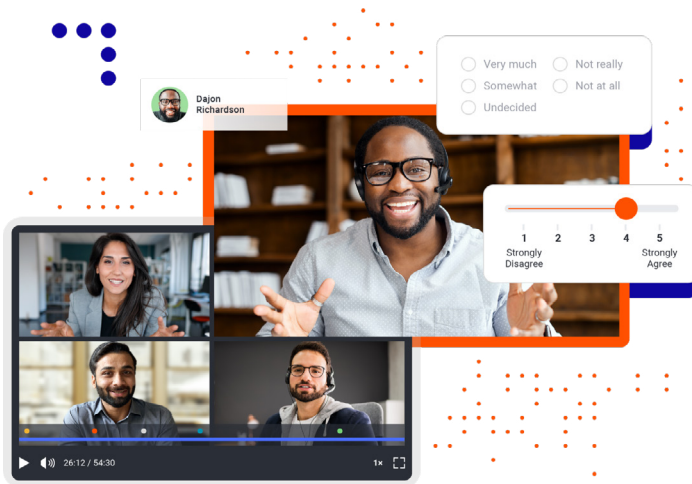
Senior Manager Marketing Operations
Aurigo Software Technologies

Impact and Vision for Aurigo

By partnering with Mindtickle and leveraging its consolidated revenue productivity platform, Aurigo has successfully transformed its sales enablement and onboarding processes. The structured onboarding, centralized content repository, coaching capabilities, and enhanced conversation intelligence have empowered Aurigo's new reps to ramp up faster.

Here are some improvements so far:

- Average days for rep's first dial down from 26 to 10 days
- Average days to the first opportunity down from 25 to 16 days
- Average days to First stage 3 down from 71 to 23 days



Interested in learning more about how Mindtickle gets sellers ready



Mindtickle has been productive

I felt like I could accomplish a lot in a short period of time because it was all laid out for me. Everyone's been very positive and patient with us, so I appreciate the support that we've got.

Aurigo was able to experience all of this impact within six months of deploying Mindtickle. With improved efficiency, transparency, and sustainability, Aurigo continues to revolutionize infrastructure project delivery, reinforcing its position as a leader in the industry.

Laura Bailey

Senior Manager Marketing Operations
Aurigo Software Technologies