

Enabling Faster, Scalable, and More Effective Onboarding with Mindtickle



Headquarters: Fort Lauderdale, Florida

Founded: 1995

Company Size: Over 150 employees

Industry: Computer software

“*Based on our continued growth, we knew we needed to reduce ramp times.*”



Jon Antevy
Co-Founder, e-Builder

THE CHALLENGE



e-Builder develops and delivers cloud-based construction management software for facility owners and construction professionals to improve capital project outcomes. With an expanding sales force, they knew how important it was to establish a streamlined and consistent onboarding process.

The challenge was that e-Builder's existing onboarding program was not consistent at all, and definitely not suited for a quickly growing team. The ramp time for new hires at e-Builder was suboptimal at best, and they needed a solution fast.

THE SOLUTION



Faced with inconsistencies and gaps in their existing onboarding process, the e-Builder team knew they needed to create an automated and consistent onboarding program to set every rep up for success from day one. With Mindtickle's sales readiness platform, the e-Builder team would be able to establish a program that empowered managers to identify knowledge gaps within their teams, and coach accordingly.

KEY RESULTS

After implementing a more effective training program, e-Builder saw a reduced time to revenue.

Managers at e-Builder had better visibility into individual competencies and skill gaps.

Sales managers were equipped with concrete data to fuel their coaching conversations.

Reps across the business were able to deliver clear and consistent messaging.

Sellers were decreasing their time to their first deals.

Reducing time to first deal

e-Builder knew that staying ahead of the competition would require their new salespeople to be knowledgeable and effective as soon as possible. That can be a difficult task, especially when they're bringing on sellers who may not come with a lot of industry knowledge.

Sometimes it would take eight months to a year (or longer) for new hires to close deals, and the team knew they needed to reduce ramp time. Their existing approach — a combination of Excel templates, Word documents, shared resources, and in-person training — wasn't cutting it, and it was having an impact on sales productivity.

e-Builder needed to set up content quickly and provide a fast and easy way to confirm retention of that knowledge. By implementing Mindtickle, they were able to accomplish just that.

“ Based on speedy ramp time and key capabilities, Mindtickle was the best platform for us. ”

Jon Antevy, Co-Founder, e-Builder



Managers can see how reps are progressing, and then focus their energy on improving skills.

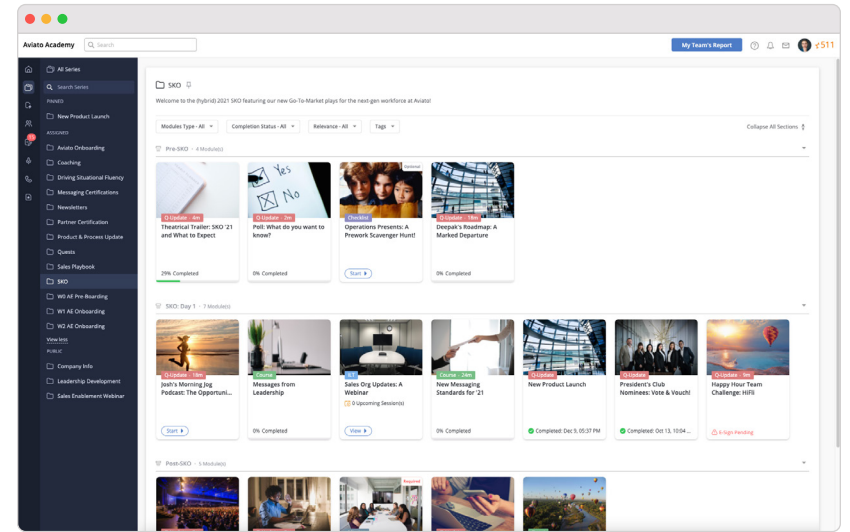
Building out training during the pandemic and beyond

In the short time that they've had Mindtickle, e-Builder has been able to create onboarding and training programs for the outside sales team, the partner team, account managers, solution engineers, BDRs, and customer success managers. They use a number of Mindtickle capabilities including formal eLearning, instructor-led training, quick updates, coaching, and role-plays.

Throughout the pandemic, Mindtickle became even more helpful for e-Builder. When they switched to a remote selling model, Mindtickle made it easy to provide remote training to the field instead of bringing them into the office.

Now e-Builder can educate the entire sales team easily, regardless of location. They use Mindtickle's checklist feature to define all the tasks new reps need to complete as part of their onboarding, and then have managers check in with them at the end of the day to see how things are going every day.

The e-Builder team launched seven learning modules for their customer-facing teams in a single quarter.



E-BUILDER SNAPSHOT

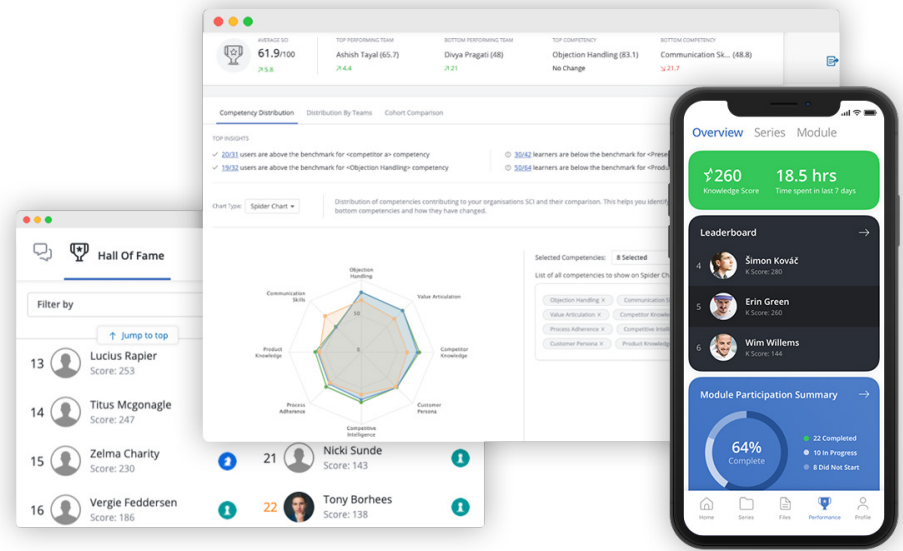
- * Growing sales team of more than 65 people
- * Now leverages Mindtickle to power their onboarding program and to support a full curriculum for new joiners
- * New sales reps are closing deals faster than ever after having access to a more robust training program

Improvements in performance and visibility

While it's still early, the team at e-Builder has been seeing promising returns on investment. Even at this stage, they've begun to see evidence that sales cycle times are shrinking. One rep on the e-Builder team who went through Mindtickle training completed a new deal from start to finish on his own in well under six months.

With Mindtickle training in place, reps are accurately delivering content that came directly from training, proving that a large sales team can deliver a consistent message.

For e-Builder, the icing on the cake is that salespeople and managers truly enjoy the platform. The team appreciates the engaging content and its ease of access. Managers love the ability to identify skills gaps so they can work on the areas that will make the biggest difference for each team member. With Mindtickle, e-Builder is able to deliver a consistent onboarding and training program at scale.



“ Managers can look at spider charts to see how their reps are progressing, and then focus their energy on improving skills. Every rep wants to know how they are tracking during the onboarding process and Mindtickle provides this feedback in real time. ”

Jon Antevy, Co-Founder, e-Builder

mindtickle

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

Get Started