

## Factomart increases sales knowledge with MindTickle

### About Factomart

- Online industrial Supplies and E-Procurement marketplace
- Over 180,000 SKUs of general and niche products
- Ships to almost every continent

### Challenges

- One on one onboarding inefficient and inconsistent
- Broad range of specialized products to learn
- Difficult to assess salesforce knowledge levels

### Solution

- Implemented sales readiness platform
- Put in place structured sales onboarding program
- Developed process to assess knowledge efficiently

### Benefits

- Saved almost \$60,000 a year in resourcing
- Knowledge measured and skill gaps identified
- Time to onboard new hire reduced significantly

“MindTickle is now part of our sales development. Without it we would not be able to develop our salespeople.”



Vikan Chirawatpongsa,  
CEO & Co-founder

### Inconsistent onboarding processes was holding salespeople back

With over 180,000 SKUs in over 20 baskets, Factomart’s salespeople require a significant level of product knowledge before they can sell their industrial products. This proved to be a challenge according to Vikan Chirawatpongsa, CEO & Co-founder of Factomart. “The salespeople need to be regularly trained, so they can cover as many products as possible. While salespeople may be good at maybe three or four baskets, they may not be comfortable with the rest of the products. Before MindTickle, it was up to the product manager and direct line manager to get a new person up to speed. As you can imagine, the standards were not consistent.”

“Also suppliers would have new product launches or we had some case studies that we wanted to share. Another area we were looking to emphasize was how we would assess our salespeople. We were doing live role playing, but it took a lot of time and you had to be there,” he continued.

Aware that they needed a more standardized approach, Vikan looked for a sales readiness solution to help them. “We went through a product selection process, went to G2Crowd and some comparison websites where they have all the vendors lined up and we shortlisted some vendors.”

After a robust selection process, Factomart chose to implement MindTickle. “I chose MindTickle because I felt that it was the best software compared to other sales enablement and training software that was available for my selection. Not just in terms of price, but in terms of the features and ability of the software itself. I think MindTickle has served perfectly well on being able to take our salesforce forward,” says Vikan.

## A structured approach has increased engagement and onboarding quality

The company wanted to ensure that their new hires had a consistent onboarding experience, and having a high engagement with their sales readiness platform was integral to achieving that. “We have high engagement with MindTickle because we tie it to salary. We give a new salesperson coming in a list of modules that they will have to pass in order for them to pass their probation and continue to work for our company. Simple as that,” explains Vikan. “Once our sales people pass probation, then we have a set of modules to be able to assess the higher level or specialized products that are harder to sell. If they pass Set A, they have a salary increase and another if they pass set B. We wanted to be able to credit sales people who are able to cover a lot of products.”

The quality of Factomart’s onboarding process has also significantly improved. “Before we had simple one on one trainings but now the course has become structured, before it was all over the place. Now the product managers upload the content, and we can audit the content and give feedback on certain areas. It's become a lot better in terms of quality,” comments Vikan.

“For the learners to use MindTickle and submit tasks was very easy. If you're a trainer, you want to upload content and that interface was very good.”

To achieve this Factomart actually starts from the end. “We start off creating some missions and assessments that we think the salespeople have to be able to do. We all take it ourselves and then we launch it to some senior salespeople and look at how they approach it. We were actually surprised by some of the gaps in their knowledge that we weren't aware of before. Then we go backwards in terms of looking at how we train them so that they will be able to answer these questions,” says Vikan.

This process enables Factomart to identify what knowledge gaps exist and what they need to do to bring everyone up to the right level. “If a lot of people are not passing the same point, we can create some videos or find case studies or documentation to fill the gap. It's like we're gradually pushing them into the level that we want,” continues Vikan.

“MindTickle is very good, very solid in terms of reliability and features.”

This approach has had additional benefits for Factomart. “Now we see that our salespeople are using MindTickle resources to engage with their customers. If they think of something, they want to show a customer, some case studies or some videos, then they can go back to MindTickle and play those videos just before they visit the customer or show the customer during the visit.”

## Factomart has its eye on expansion

Before MindTickle the onboarding program was not structured and Factomart had no visibility over what knowledge level a salesperson had during their probation period. MindTickle has saved Factomart both time and money when it comes to onboarding salespeople and given them visibility over skill levels. There has also been a substantial decrease in the time in which salespeople are onboarded.

“Without the missions and assessment, we would have to do everything manually, which is nearly impossible, or I would have had to hire someone to do it, which is expensive. To be able to standardize content and have the analytics into the sales knowledge is something we couldn't have done without MindTickle,” comments Vikan.

One area of focus for the coming year is creating certifications. "We have started to group modules for certifications. If the salesperson has not passed a certain module then they cannot sell that type of product. If they can't sell a type of product another salesperson can take that customer and sell those products to the customer," explains Vikan.

With their entire salesforce and product managers using MindTickle, the company is now also planning to expand their current content to their technical and marketing teams. "We are adding more courses in and have nine baskets of products that we are focusing on this year. I think the amount of content in MindTickle for us will double by the end of this year," says Vikan.

"We're using MindTickle for both Factomart and our parent company, Compomax Holding. We use it to train both current and tomorrow's staff in the sales channel."



## 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.