

mindtickle

CUSTOMER STORY

Integrace Health

Enables Sales
Team From the
Top Down with
Mindtickle



HEADQUARTERS

Mumbai,
India

FOUNDED

2018

COMPANY SIZE

500 - 1,000

INDUSTRY

Pharmaceuticals

It's a win-win situation. Not only are we reducing expenses, but also saving time for the participants and enablement as well.



Shripad Shukre
Sales Training Lead,
Integrace Health

The Challenge

Years ago, Integrace Health's sales readiness platform was largely under-utilized, failing to be widely accepted by employees across the sales hierarchy, from management down to reps. To further complicate things, Integrace acquired a new business that was not as mature as other areas of the company. All of these factors led to inconsistency in sales enablement initiatives across the organization. Shripad Shukre, Integrace Health's sales training lead, knew a standard was needed for uniformity.

The Solution

Using Mindtickle, the Integrace Health team implemented a program to support every member of the sales team. First, they developed a certification program to improve adoption and everyday use. They also created manager dashboards for leaders to gain insights on their team performance, drive learning, and gather regular feedback on progress. With management using Mindtickle, reps followed suit, leveraging pitch practices and consumable content to improve product knowledge. Finally, the sales training team established an onboarding program for new hires made up of multilevel content to effectively build knowledge.

KEY RESULTS

- RECEIVED 78-82% APPROVAL RATING FROM SALES REPS
- CONTENT EASIER FOR REPS TO CONSUME
- TOP-DOWN ENGAGEMENT WITH THE PLATFORM
- SHORTENED ONBOARDING TIME FROM 22 TO 5 DAYS
- DRASTICALLY REDUCED ADMINISTRATIVE TIME

Sales training adoption is driven from the top

When Shripad Shukre joined Integrace Health, the company was still a startup – and he was the first person to have functional responsibility for sales training. Integrace Health had already implemented Mindtickle in one of its divisions, but the platform was not utilized to its full capability and its usage lacked consistency.

Shukre knew that, for success, his sales enablement initiatives needed to be adopted at all levels of the sales hierarchy. “Sales will always have resistance to something that is not going to directly influence their outcome. Rather than go through each rank of the sales hierarchy, I started developing champions with the division heads first,” he said.

This was not an easy task given that some parts of the organization relied on WhatsApp groups and presentations of 60+ slides to train their sales teams. Shukre’s focus was on ensuring leadership understood the extensive features and value of the Mindtickle platform and how to apply it to facilitate more engaging field communications.

During this time, Integrace Health had also acquired a new business, focused on women’s health, that was not as sophisticated in its controls and behavior as other parts of the business. This created inconsistency across enablement initiatives in the organization.



INTEGRACE HEALTH SNAPSHOT

- **HEALTHCARE COMPANY PROVIDING NOVEL SOLUTIONS IN THE MANAGEMENT OF ORTHOPEDICS AND GYNECOLOGY**
- **RANKED 71 IN THE TOP 100 PHARMA COMPANIES IN INDIA**
- **SPECIALIZES IN MUSCULOSKELETAL DISORDERS, PAIN MANAGEMENT, AND WOMEN’S HEALTH**

Platform knowledge was critical to building technical skills

Integrace Health implemented an Annual Operating Plan (AOP) that included several key requirements with implications for sales training. One of these was taking a scientific approach and building skill sets at three levels: sales reps, first-line managers, and second-line managers.

To ensure these parameters were met, Shripad first needed to make sure everyone knew how to use Mindtickle properly so that the platform could then be used to build their technical skills. To achieve this, he familiarized people with the Mindtickle platform by introducing an induction model for all users, including managers; creating a dashboard shared with frontline managers; certifying users on Mindtickle after viewing videos, a demo, and a guide on the platform; requiring each person to spend at least 30 minutes on the platform each day, and educating marketing personnel on how to ensure all enablement content is straightforward and easy to consume.

Obliging managers to use Mindtickle was a stroke of genius. “Now that managers are driving enablement for their teams, Mindtickle adoption has skyrocketed,” explains Shripad.

The manager’s Mindtickle induction involved a high-level walkthrough of the platform, including the various modules to drive learning, engagement, and communications, as well as the importance of Missions reviews and how to conduct them. Managers were then required to complete mock-up modules over the next week and asked to provide feedback.

Mintickle’s virtual readiness platform also enabled sales reps to understand and practice sales pitches and review audio clips with product details that are available at any time. New hires are provided multilevel onboarding content to build comprehensive knowledge about the organization, like IT assets, escalation matrices, and appraisal processes. As knowledge increases, the individual progresses to the next level of content.



As sales capability improved, so did training efficiency

These sales readiness initiatives have made a significant difference to Integrate Health. Originally Shukre expected to onboard new hires in 22 days, but now onboarding takes just five days. “I’ve even reduced my administrative time drastically. Because the framework I’ve built is repeatable, anyone who joins the company just needs to be assigned to their team to start receiving the relevant programs on Mindtickle. Previously, I would have had to recreate these onboarding frameworks for each new cohort,” he explains.

Looking forward, Shukre is focused on several initiatives that will allow him to continue to develop and optimize enablement programs by providing tangible data and results. These include:

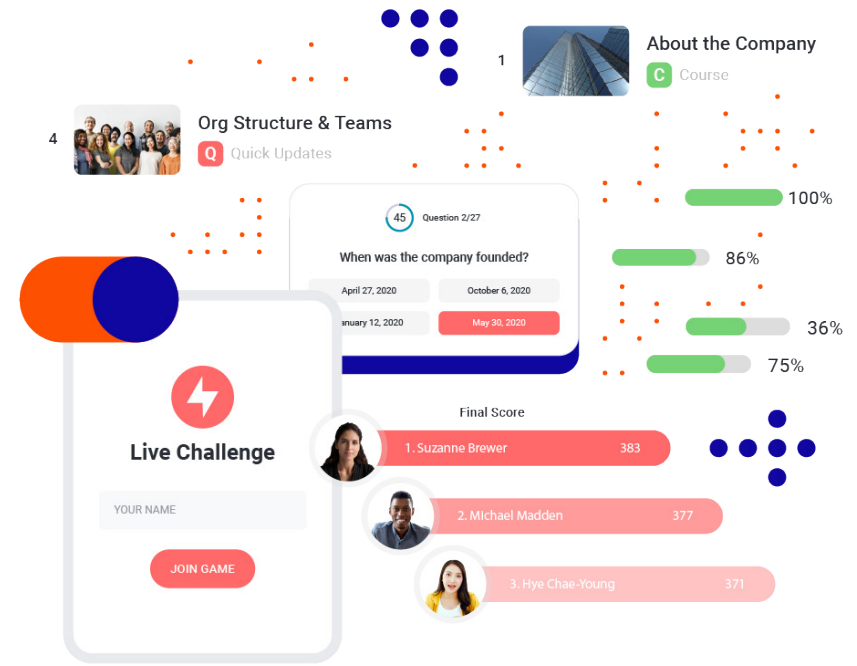
- Conducting a quarterly knowledge assessment of all sellers and managers to identify improvements
- Introducing new training modules that focus on specific aspects of doing business
- Increasing adoption of enablement programs by sending follow-ups and reminders to users and frontline managers
- Putting reps’ knowledge into practice by further developing role-play capabilities using Missions
- Developing frontline manager skills by training them to coach the next level of management
- Introducing sales call script certifications on Mindtickle that involve a six-day course, assessment and video, and product communication submissions



|| I like Mindtickle because it's easy to use and I feel like I'm using a platform that will really help my learners instead of stressing them out. ||

Shripad Shukre

Sales Training Lead, Integrace Health



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

GET STARTED