Streamlining & Certifying Sales Readiness at SecureAuth

About SecureAuth

- Provides the most flexible and adaptable identity and access management solution to secure all workforce and customer identities everywhere: hybrid, on-prem, and cloud
- Eliminates identity-related breaches through the continuous assessment of risk and the enablement of trust across identities

Success Highlights

- Weekly enablement updates & communication
- Automated learning paths integrated with Highspot

Challenges

- Disconnected approach to enablement across multiple systems
- Content was out of date with no ability to track engagement
- Reps struggled to find relevant information quickly

Readiness Approach

- Weekly updates and communication from the enablement team
- Automated user-sync between Mindtickle and Salesforce
- Virtual role-plays to practice customer-facing scenarios and develop skills
- Analytics identify leaders and laggards within the sales org based on performance and engagement

Impact

- Established best practices and periodically ensures reps are on-message
- Reduced admin overhead and accelerated the onboarding experience with Mindtickle and Salesforce user-sync
- Ensured consistent adoption of enablement programs through steady stream of communication

> "With Mindtickle, I was able to rapidly build out learning paths with modern content and introduce Mindtickle as home base for new hires, so they get used to using it regularly."

Erin Hattenburg
Head of Sales and Channel Enablement

Disjointed Tools Stress Ineffective Enablement

While SecureAuth provides the most flexible and adaptable identity and access management solution to help customers prevent identity-related breaches, sales enablement within the organization did not reflect the synchronicity being executed in the field. Sales Enablement was a disconnected toolset spread across multiple systems

- Litmos, the Learning Management System (LMS), was used for eLearning, but the videos were out-of-date with old content for sales process, messaging and product information
- Word documents buried in SharePoint were circulated as onboarding checklists, but there was no way to track progress or ensure version control
- Highspot struggled from low adoption

The onboarding experience was very hands-on, clunky and time consuming for the enablement team to manage from the backend and, in turn, ineffective for reps. SecureAuth needed to reevaluate how they were going to manage internal enablement to reflect the versatile solution used by customers.

Establishing Consistent Enablement

Erin Hattenburg, Head of Sales and Channel Enablement at SecureAuth, chose Mindtickle to enable her 75 customer-facing reps, including business development, account executives, sales engineers and account managers. By substituting Mindtickle for Litmos and SharePoint, Erin was able to "quickly build out learning paths with modern content and integrate with Highspot. Now [the reps] can learn about a subject through different modalities while quickly being able to access the information they need."

Erin shares weekly updates with his team through Mindtickle, "anything from a 30-minute training – when [SecureAuth is] in the middle of a new product roll-out – or a quick 10-minute update that's composed of one short video with a very brief quiz." Erin understands that if information is not top of mind, people tend to forget, so she tries to have at least one update a week and "utilize Mindtickle on a consistent basis to maintain adoption."

Automated for Success

In order to easily roll-out and manage these readiness programs in Mindtickle, Erin relies on an automated user-sync between Mindtickle and Salesforce. SecureAuth's dedicated Mindtickle Customer Success Manager (CSM) provided SecureAuth's Salesforce Administrator with a spreadsheet template to identify the desired Salesforce fields to sync with Mindtickle.

"Essentially, all we're trying to do is match fields: username, email ID, region, manager, and all of the information already in Salesforce. Our Salesforce admin was able to do a bulk export from Salesforce, and sync everything up with Mindtickle based off the template," explains Erin. "Now, this process is automated, so every time we have a user coming in or out of Salesforce, all the necessary administration is already done. I don't have to manually add or remove users from the Mindtickle platform."

This integration not only required very little time to set up, but also saves Erin and the Salesforce Administrator time when new hires join SecureAuth. Instead of re-entering details already found in Salesforce, the automated user sync ensures reps have access to the onboarding program on Mindtickle as soon as they start.

Certified to Sell

SecureAuth's enablement program includes sales certifications granted by passing different kinds of Missions, Mindtickle's virtual role-play capability, to develop and practice skills such as elevator pitches, demo presentations, or writing prospect-facing emails. For example, SecureAuth's Account Executives complete a video role-play with a screen-share scenario presenting their pitch deck. The sales engineers practice a screen recording of a demo." As continuing enablement, Erin is developing various quizzes associated to these different scenarios as well as coaching programs to engage SecureAuth's leadership in their enablement programs.

- **Elevator Pitch Practice**
    - o Prior to a major partner event, all salespeople got dialed in on messaging using video role-plays. They recorded their pitches based off criteria his sales leaders identified as critical to success:
        - ▪ 30 seconds or less
        - ▪ Rolls off the tongue
        - ▪ Relevant to the audience (not dumbed-down or too technical)
    - o After completing the exercise and receiving feedback, several field reps thanked the Enablement team, saying "they felt more confident engaging with [SecureAuth's] partner, knowing that everyone was speaking the same language."

- **Composing Emails for Prospects**
  - After completing a particular training series, sales reps were assigned a written role-play to draft an email explaining the different SecureAuth delivery methods. While most of the reps were able meet the criteria and write out the information Erin was looking for, she noticed knowledge gaps in the form of missing information from several reps. With these insights, she hosted a live training with Q&A the following week to address these shortcomings and ensure all reps were certified to deliver the necessary information.
- **Whiteboarding Dry Runs**
  - As follow-up to a live training event, Erin launched a contest for the best whiteboard presentation. Reps recorded their presentations as a video role-play on Mindtickle, and Erin and other reviewers evaluated the whiteboarding sessions based on the presentation flow, incorporating personal style and examples.
  - Results have been fantastic. The sales senior leadership all stepped up and submitted their whiteboards first. This set the tone for their teams and gave us a set of best practices to follow," shares Erin. "The result was consistency across the entire sales organization. Our CRO attended a sales meeting shortly after the Whiteboard Certification launched and was impressed that the sales rep was able to deliver the presentation after such a short roll-out of the Mission."

Achieving Readiness Results

For the various enablement programs, analytics provides insights for Erin as a program director and for SecureAuth's sales leaders. "We can see who the consistent leaders are in scoring and in skills. This insight provides me with a pool of experts who I can tap on the shoulder to get feedback before rolling out material to the rest of the field," reveals Erin. "We can also see who the laggards are in scoring and in participation. Sometimes this is an indication of a rep that isn't dedicated to improving their skills or has "checked out" and might be looking for another role."

SecureAuth regional vice presidents and managers believe the sales readiness programs have made a significant impact in the way their teams articulate the message, explain the solution and progress deals forward. "We've got great momentum and support from our executives. The field is adopting and using Mindtickle, but most importantly, we are seeing results."

To learn more about SecureAuth, visit
https://www.secureauth.com/.

"Without Mindtickle, we wouldn't have been able to identify and remediate where the field was falling short."

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.