

# TurnKey Vacation Rentals Transcends Simple Training Software to Scale Pipeline Growth with MindTickle

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Brian Steele  
Sales Training Manager  
TurnKey Vacation Rentals

## Evolving an Engaging Enablement Strategy

As a technology platform developer itself, TurnKey Vacation Rentals has always recognized the value of digital systems in its business operations. The company invested in a basic training software to streamline training for its sales force, but soon found itself bumping up against the limitations of the tool.

“We just outgrew our incumbent solution; the technology was really limited,” says Brian Steele, Sales Training Manager at TurnKey. “It didn’t support the different types of content that we wanted to include. For example, I wanted to use some SCORM packages that the software was not supporting at that time.” The ability to structure the right type of content in a highly engaging learning experience was critical. “We wanted the flexibility to design a curriculum where people could easily progress from step one, to step two, to step three. That was key,” adds Brandon Calley, Vice President of Sales and Operations.

Another shortcoming of their training software was its limited analytics functionality. TurnKey needed better visibility into performance and compliance not only for individuals, but also for groups. Brian explains he “wanted to be able to look at really specific areas where people might have deficiencies, so that [his team] could say, ‘Hey, this rep is struggling with discovery’ – or, ‘This group as a whole is struggling with discovery’ – and then address that through additional education.”

TurnKey decided it was time to make sure that its 65 salespeople, dispersed across 50-plus markets around the country, were receiving effective, engaging training and getting maximum value from it. “I wanted to ensure that the group had really great training and enablement, and that the process for the sales tech stack was optimized for really efficient work for the sales team,” summarizes Brandon.



## ABOUT TURNKEY VACATION RENTALS

- Delivers the fine hotel experience of reliable customer service, cleanliness, and quality within the upscale vacation rentals industry.
- Over 4,000 homes under management in 55 U.S. markets; over 400 employees nationwide.

## CHALLENGES

- Outgrew a simple training software that couldn’t support key content types such as SCORM packages, and lacked analytics for enablement programs.
- Abundant sales tech stack created inefficiencies for the sales team.
- Remote sales team made it difficult to ensure sales reps viewed and understood training.

## SOLUTION

- Flexible curriculum design capabilities provide an engaging user experience.
- Analytics for both individual and group performance and compliance.
- Record and evaluate sales role-plays on one platform to ensure reps understand messaging and are on brand.
- Ramping and continuing to train all users at scale on MindTickle, including an outsourced guest experience team (similar to call center agents), customer success, and field operations.

## BENEFITS

- Supported an initiative achieving 40% increase in deal quantity and 15% improvement in pipeline generation in the field.
- Vast improvement in reps’ understanding of sales discovery and adherence to the sales process.
- Analytics to track training compliance and provide a holistic view of enablement performance and relevance.
- Company-wide approach to enablement and corporate messaging improved overall level of execution.

### Expanding Enablement Throughout TurnKey

After evaluating solutions from several vendors, TurnKey selected MindTickle’s data-driven sales enablement platform. One sign of the rollout’s success: within eighteen months, adoption of the solution had expanded far beyond the sales team. “We got pretty much all our users that need to be trained at scale onto MindTickle,” Brandon reports. “That includes our outsourced guest experience team – similar to call center agents. We administered all the ramp training and the ongoing education for those folks through MindTickle.”

Other users include the customer success team, as well as the field operations technicians who install TurnKey’s technology in vacation rental homes around the country, who receive training through Salesforce as well as other ad-hoc apps and skills required on the job. In total, some 300-plus TurnKey employees are using MindTickle.

The response to MindTickle from the sales reps was strongly positive. “MindTickle is a big step up from our previous training software, so our salespeople were all really impressed with the functionality when we first rolled it out to them,” says Brian.

### Developing the Right Sales Skills & Curriculum


For the sales reps, MindTickle delivered the ability to create and optimize a curriculum that would reinforce the skills needed in an industry where sales strategy can be rigorous and complex. “Up front, it’s a very consultative, B2B-like process, where we’re doing thoughtful discovery and learning about customers’ problems and goals,” explains Brandon. “Then we shift gears and employ more B2C tactics, which is more preemptive selling – answering all the questions that one might have. So training around the service and the products that are part of TurnKey is really important so that our people can answer questions, overcome objections, and make sure they’re creating a supreme level of confidence.”

MindTickle helped reps vastly improve their understanding of sales discovery and adherence to the sales process. The platform’s video role-playing capabilities were crucial for developing and honing those skills. “Sometimes we’ll give reps a sample scenario to walk through,” Brian describes. “We’ve used it to have them self-evaluate as well, along with their manager’s evaluation. They’re salespeople, so they don’t mind seeing themselves present on video.”

Hand-in-hand with the skills development, MindTickle’s analytics provides a holistic view of how people and groups are performing in specific areas. “It also allows us to easily track training compliance, which is a big initiative for us right now,” notes Brian. “It shows us the subject areas where people are struggling with content, so that we can improve the curriculum in that area or administer additional training.”



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## Delivering Pipeline Growth at Scale

The MindTickle implementation supported the rollout of a new sales methodology at TurnKey, which included an improved pitch and a new value framework messaging. "We saw immediate gains," recounts Brandon. "I would say that had something to do with MindTickle and something to do with the changes in the organization and improving everyone's level of execution. Through internal process change and leveraging MindTickle, we saw a 40% increase in top-line growth, which is the number of deals, within the first 12 months of using MindTickle."

Pipeline generation by field sales also increased. "We saw something like 15 percent more opportunities going into the top of the funnel. You could probably attribute much of that to better training."

"It's people knowing how to do discovery the right way, how to capture the current state for the buyer and paint the desired outcome," maintains Brandon. "Without MindTickle, it would be harder for us to make sure that those principles are reinforced with such a large remote sales force." TurnKey has strongly established a company-standard for training, and is ready to continue seeing growth while maintaining quality of their dedicated in-market experts.

Learn more about TurnKey Vacation Rentals at [www.turnkeyvr.com](http://www.turnkeyvr.com).

