

Mindtickle Streamlines Onboarding to Support Nextep's Growth



Headquarters: Norman, Oklahoma

Founded: 1997

Company Size: 300

Industry: HR, Payroll, Compliance

“Investing in Mindtickle was one of the best decisions we’ve ever made for our sales organization.”



Carolyn Montgomery
VP of Sales, Nextep

THE CHALLENGE



Plans for rapid expansion meant an overhaul of the company's new hire training and onboarding program was imperative. But with goals to expand into two new markets every year and hiring key to growth, face-to-face training at that pace and volume was untenable. At the same time, Nextep needed high-quality, effective training with consistent messaging across regions. Nextep wanted to take its onboarding and training program to the next level so it could more quickly meet sales goals as well as visibility into learners' progress.

THE SOLUTION



The Mindtickle Sales Readiness platform helps Nextep's sellers achieve their potential so they're ready to generate revenue in every customer interaction. Mindtickle's comprehensive enablement suite delivers outcome-focused training so new hires are ready to perform quickly. They're trained the way they learn through gamification, role plays, and microlearning. Success is measured, analyzed, and reported so managers can identify gaps in learning and take action to improve outcomes.

KEY RESULTS

85%+

adoption rate in using
Mindtickle

Greater consistency
in messaging and higher
quality new hire training

Ramp time for new
hires decreased from
eight weeks to four

Record sales in 2020
with new hires, despite
pandemic lockdown

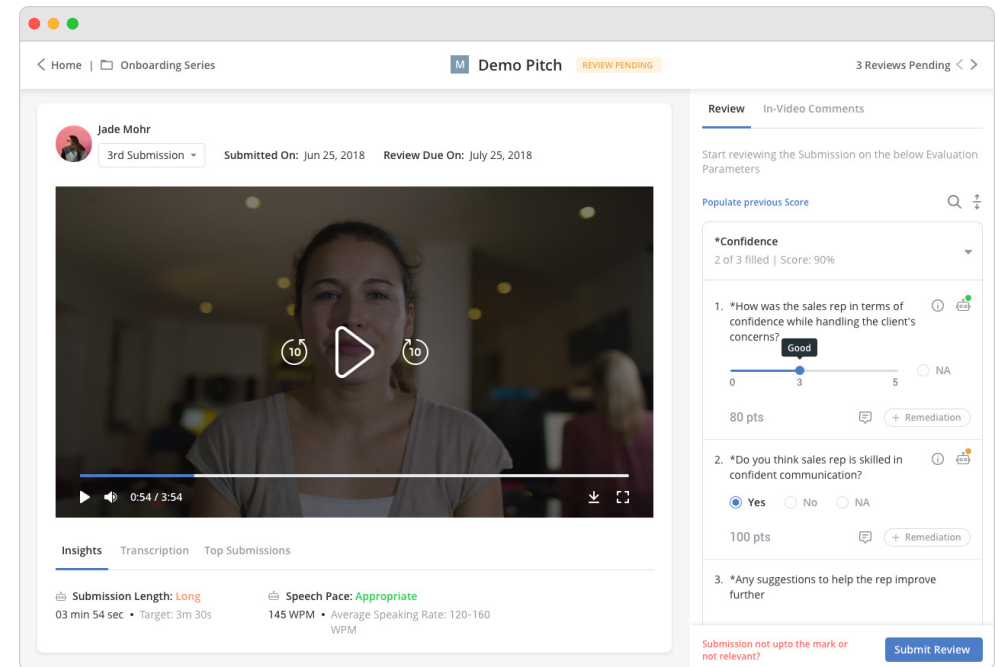
Mindtickle optimizes onboarding just in time for pandemic

With an eye toward a traditionally busy fourth quarter, Nextep rolled out Mindtickle in October 2019 and began populating the platform with content and building out its onboarding program. But by early 2020, COVID-19 forced the world to shut down. Every step of hiring, training, and working became virtual.

It redirected their sales team to a completely virtual sales process and continued on their plan for growth. The teams were well-equipped to handle the changes pushed out to them via Mindtickle. And, on April 20, 2020, Nextep hired, onboarded, and trained its first “COVID-19 hire” with a 100% virtual process.

Nextep went on to hire 22 more people in 2020, onboarding and training them all virtually. By the end of the year, Nextep logged record sales.

“It was all due to our ability to hire and train people in a consistent and standardized way,” VP of Sales, Carolyn Montgomery said. “Looking back, investing in Mindtickle was one of the best decisions we’ve ever made as a sales organization.”



“ Onboarding previously took six to eight weeks. We’ve been able to cut it down to four weeks because training is self-led. That makes a huge difference to us. ”

Carolyn Montgomery, VP of Sales, Nextep

Training in a rep's daily workflow

While Nextep's main goal was its onboarding overhaul, the company found Mindtickle helped the sales team in other ways too. For example, the platform enabled Nextep to better control its messaging and made it consistent across regions. In addition, Montgomery said Mindtickle has helped ensure training is actually happening.



“ No salesperson wants to take time out of their busy schedule to read a bunch of emails or watch a video for training. Still, it's important for them to get that training in. Mindtickle brings training into the salesperson's workflow with Missions, for example. Reps demonstrate that they understand and can replicate what they've learned, and managers see skill certifications to make sure that the learning is happening. ”

Carolyn Montgomery, VP of Sales, Nextep

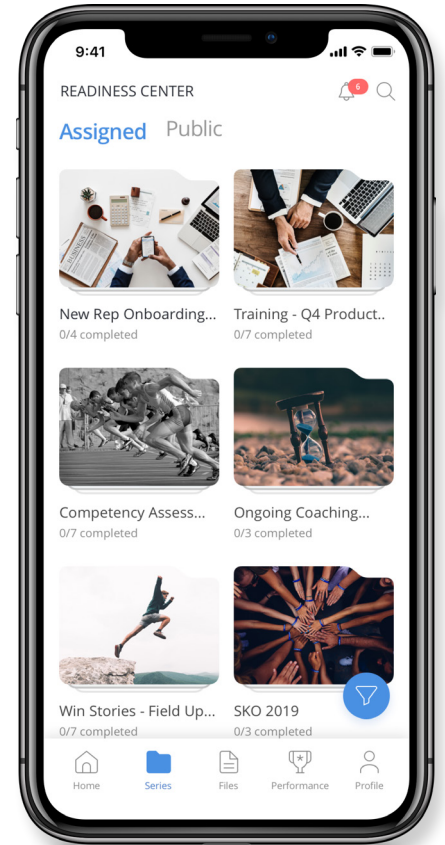
Mindtickle also enables reps to share best practices with their peers, which was a must-have for Nextep executives. *“We liked that Mindtickle enabled other sales people to see and hear what was working for their peers,”* Montgomery said. *“In fact, during the vetting process, our CEO determined this to be one of the most important factors in our decision to go with Mindtickle.”*

Mindtickle adoption rate continues to increase

Almost two years later, Mindtickle's adoption rate at Nextep continues to rise. In fact, now, more than 90% of Nextep's sales organization uses Mindtickle for ongoing learning. Because of its success, Montgomery says that Nextep will leverage Mindtickle to help with a number of future plans, such as rolling out monthly learning topics across the sales organization. And, she's committed to finding new ways to use Mindtickle to improve the sales organization as a whole.

“Mindtickle has become a part of who we are and what we do at Nextep. It's enabled us to make learning an important element in our company culture.”

Carolyn Montgomery, VP of Sales, Nextep



mindtickle

Get Started Today

See how Nextep uses Mindtickle to achieve these results.

Request a Demo