

Procore Achieves Excellence with Structured Sales Enablement and Onboarding

PROCORE[®]

Headquarters: Carpinteria, California

Founded: 2002

Company Size: Over 700 employees

Industry: Construction management software

“ Our approach to sales enablement is in three different areas: Selling skills, a definite approach to product and industry, and working efficiently with our technology and maximizing results. ”



Alex Jaffe
Sales Enablement Manager, Procore

THE CHALLENGE



Procore's sales team was growing rapidly, and with that, they were having difficulty gauging the performance of their team. Because their team was expanding so quickly, Procore was also struggling to keep salespeople up-to-date on constantly evolving product, industry, and competitive information.

With such a fast-growing team, aligning their core messaging and sales process became a challenge. This included hiring new reps and ramping them up quickly. To go along with this, managing and delivering sales collateral in a way that ensured a consistent customer experience was something the Procore team wanted to do, but wasn't able to scale.

They knew they needed to implement a structured sales enablement program. Alex Jaffe, Sales Enablement Manager for Procore, played a critical role in executing this strategy.

THE SOLUTION



Sales enablement at Procore was structured into two distinct categories: segment based and functional based.

All roles within the categories functioned as a conduit between sales and the different departments involved in each initiative. The distinction based on functions and initiatives helped Procore handle their overall sales enablement program with ease.

Using Mindtickle, Procore facilitated a structured, streamlined, and outcome oriented onboarding process to ensure their reps were set up for success. The first 90 days would be the initial onboarding phase, and from then on it would be about continual improvement, called ongoing enablement.

KEY RESULTS

90%

Procore has more than a 90% adoption of content and sales enablement technology by reps

Sales reps rate the overall program 4.8/5 according to their internal NPS survey

99%

of Procore's sales reps recommend the program

Core sales messaging at Procore has remained consistent amidst hyper growth

Reps are up-to-date on constantly evolving product, industry, and competitive information

Setting Expectations is Key to Your Onboarding Program

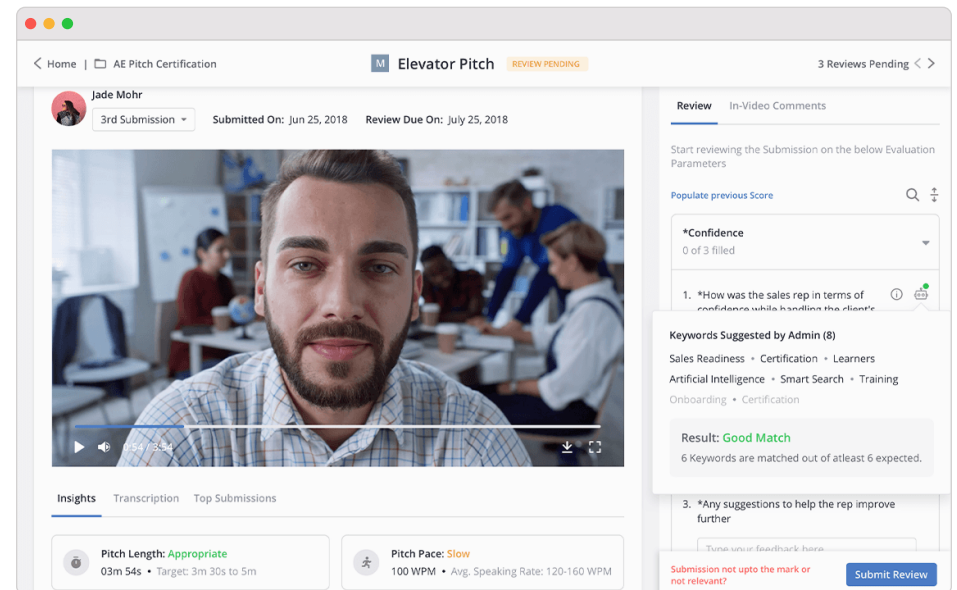
The team at Procore looks at sales readiness in two distinct views. First, onboarding, which takes place during the first 90 days, and then the ongoing enablement which happens at 90 days and beyond.

Starting out, Procore identified the outcomes they wanted to drive with their onboarding program. They think about onboarding in stages, and what their team needs to know and have available to them during those 30, 60, and 90-day periods.

Outcomes for onboarding lessons at Procore include things like understanding the pitch, understanding the customer stories, and understanding how to demo.

The Procore team believes ongoing enablement is as important as the initial onboarding phase, and they recommend that it's tailor-made for each of your ramped up reps. They leverage Mindtickle to achieve these three objectives:

- 1 Constant reinforcement of knowledge and skills
- 2 Regular updates of knowledge and processes
- 3 Periodic re-calibration of processes and skills



“ The one thing that you need to address is at what stage of onboarding you are, and what are the outcomes you want to drive. ”

Alex Jaffe, Sales Enablement Manager, Procore

Procore leans on Mindtickle for constant reinforcement of knowledge and skills within their team.

Aligning Your Objectives Helps to Measure Impact

While it's no secret the team at Procore has seen excellent results from their onboarding and enablement programs, their team found it important to take a step back and evaluate their objectives before measuring the impact of their programs.

With your outcomes in mind, it helps to align your team on what you're looking to achieve and more easily map those objectives to overall impact.

Their team found that aligning their training objectives with their global sales objectives, as well as their organization's objectives, was critically important to measuring the impact of sales enablement.

As the Procore team has said, sales enablement doesn't exist in a bubble, it's completely dependent on what you are trying to drive at a company level and a global sales team level.

Sales enablement activities are completely dependent on your team-wide and company-wide goals.



PROCORE SNAPSHOT

- * Procore was featured on Forbes Next Billion-Dollar Startups 2016 and reached unicorn status in December 2016
- * With over 700 employees in seven offices, they needed a way to ensure consistent messaging across all teams
- * Using Mindtickle has helped Procore streamline their onboarding and ongoing enablement globally

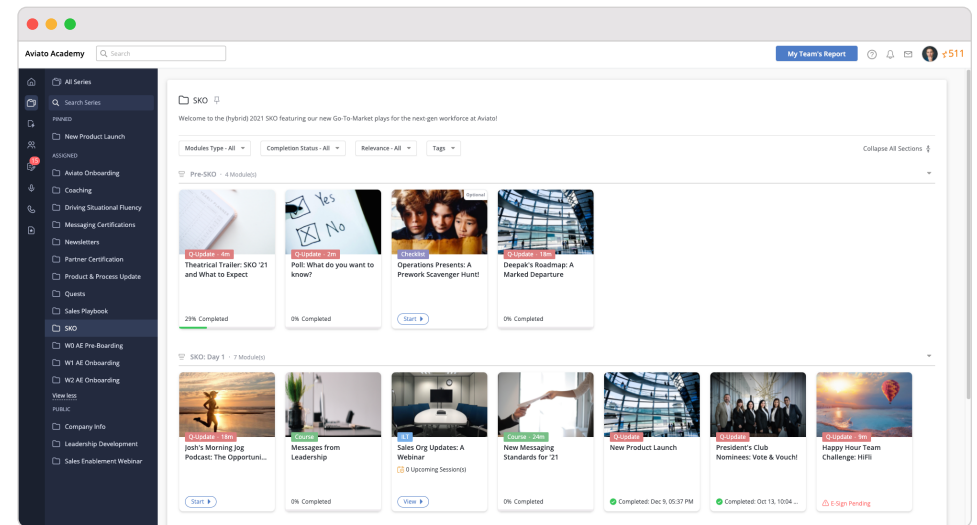
Procore Knows That Outcomes Matter

Procore has found that the most important metric for measuring the impact of their programs is identifying leading and lagging indicators.

Leading indicators are what you can coach and train your reps through. Lagging indicators are how you are going to measure that success. Lagging indicators include results closed, dollars won, improvement in sales, and other similar outcomes. Leading indicators include adoption of your program and how comfortable your reps are with the program. Mindtickle has empowered the team at Procore to easily capture these metrics.

Procore's achieved impressive results with their sales enablement strategy and Mindtickle, and the figures speak for themselves. They've achieved over 90% adoption, sales reps rate the overall program at 4.8/5, and 99% of their sales reps recommend the program.

Through a well-structured sales enablement program, Procore has been able to keep pace with their globally expanding sales team.



“ Sales enablement is not in a bubble creating its own objectives, it's going to be completely dependent on what we are trying to drive at a company level and a global sales team level. ”

Alex Jaffe, Sales Enablement Manager, Procore

mindtickle

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

Get Started