

Customer Story

# PreSales Academy Sees 84% Increase in Student Enrollment Using Mindtickle for Sales Training

## PreSales Academy

Headquarters	Founded	Company Size	Industry
Illinois	2021	2-10 employees	E-Learning Providers



## Overview

PreSales Academy provides training and job pursuit support for career changers interested in the presales or sales engineering field. Utilizing Mindtickle, PreSales Academy was able to successfully scale its operations to serve more students and deploy interactive online and live training needed to help graduates land at top-tier tech companies.

## Solutions

- Engaging virtual training
- Instructor-led training and reporting
- Streamlined sales coaching
- Video role-plays
- Mock interviews
- AI-powered reviews of role-plays
- In-depth reporting and analytics



**My experience with Mindtickle and the team has been nothing short of amazing.**

From incredible customer service to the overall functionality and power of the platform, we've been able to train successfully hundreds of individuals through our PreSales Academy and PreSales Collective enablement programs. Since we deployed both online and live training, it was important we utilized a solution that could accommodate both methods effectively and allow us to deliver high-quality content.



**Mattie Stremic**

Head of the Academy, PreSales Academy

## Key Results

**84%**

increase in student enrollment in two years

**22%**

increase in student performance from first demo role-play to last

**95%**

in student satisfaction after the program

## About PreSales Academy

The PreSales Collective is an organization that focuses on two core areas: building a community for people within presales, such as sales engineering or solutions consulting, and providing training for career changers to get into presales or sales engineering roles through its PreSales Academy.

The PreSales Academy helps career changers by providing a training program that equips them with the knowledge and resources needed to own their job search. As part of this training, PreSales Academy also provides detailed one-on-one coaching from Career Advisors, who are experienced sales engineers who volunteer their time to coach and mentor students.

## Growing demand met with bottlenecks

PreSales Academy was growing, and so was their demand. More career changers were submitting applications to the academy leading PreSales to start re-evaluating their current processes for the academy program. Previously, the majority of the academy was virtual training sessions that were scheduled at certain dates and times and all students would attend. This posed a bottleneck not only for the students, who have varying schedules and career changes, but also for the trainers and volunteer coaches, who all had to commit time

In addition, PreSales Academy started to notice inconsistency among coaches and how they provided feedback. Coaches would share one large document of feedback with over 10 parameters, becoming overwhelming for students to understand.

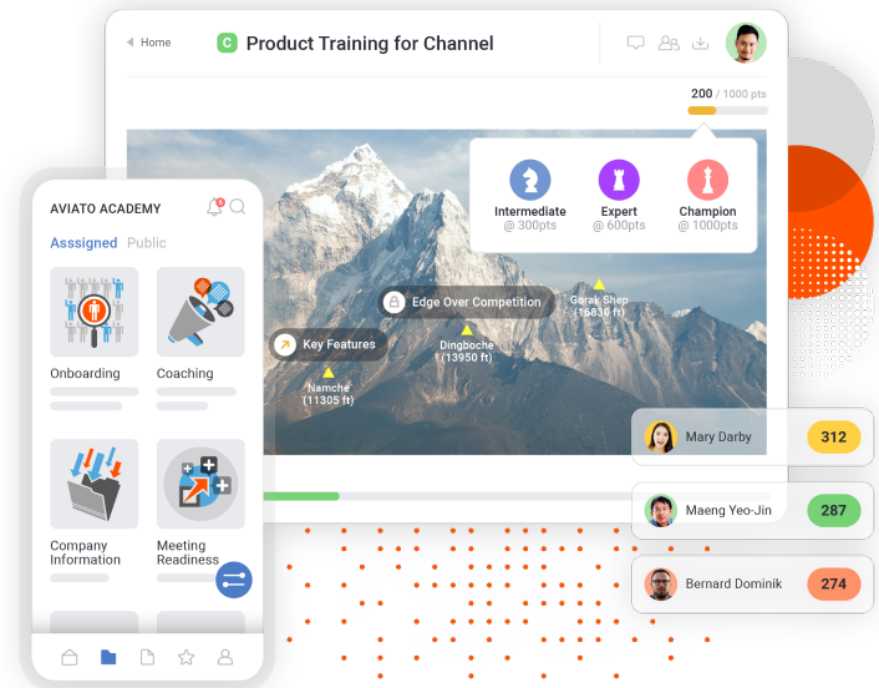
PreSales started researching platforms to support its goals of providing personalized training at scale, realistic mock interviews, and streamlined coaching. It was clear after the evaluation period that a traditional Learning Management System (LMS) would not suffice for PreSales Academy's needs. Mindtickle was selected for its focus on revenue-generating roles, like sales engineers, with added features such as virtual role-plays and coaching that could not be supported with a traditional LMS.

## A new approach for the Academy

Mattie Stremic joined presales as the Head of the Academy after being an academy student, volunteer, and community member herself.

“My experience as an end-user was this is a really easy platform to use. I liked that I could upload videos and get feedback right away from my role-plays” says Stremic.

Mattie was the primary Mindtickle administrator until she brought on Winny Delcin, PSA's Training Program Manager. She was able to help transform the academy so it could enroll more students and provide a flexible learning path while still delivering the highest quality of training.



Now, PreSales is broken up into three stages:

## Stage 1

This stage is self-paced where students ramp up and absorb all basic training on becoming a sales engineer. This entire phase used to be driven by training sessions at certain times, but now, with Mindtickle, is delivered all virtually so that students can learn at times that are most convenient for them. As learners complete their training, the system recommends additional content and training based on their performance so that they can reinforce knowledge gaps and further hone their new skills. PreSales uses Mindtickle to deliver a resource library to students so they can browse all content available to them and self-serve their learning needs.

## Stage 2

This stage is proctored by training experts but provides a hands-on workshop experience so students can start to apply all of the learning they completed in phase one. These workshops help students practice and get ready to land their dream jobs. This is done with realistic mock demos and targeted coaching from experts.

Stremic and the team use Mindtickle's virtual role-plays to give students a series of interview scenarios and record their submissions as if they were in the room. Mindtickle's AI-powered scoring gives the students initial feedback to perfect their pitch. Then, presales experts use Mindtickle's coaching forms to give both quantitative and qualitative feedback, streamlining the coaching responses. Mattie monitors the role-play and coaching scores with Mindtickle's comprehensive dashboards and reports to evaluate the progress of students as they progress through each phase.

## Stage 3

Once students have passed phase two with a minimum 80% score across their coaching forms and role-plays, they advance to final stage, which focuses on preparing students for the job search (interviews, networking, negotiating, etc). Stage 3 begins with a final mock interview using role-plays and then students start focusing on building their portfolio and updating their LinkedIn profiles.



## Impact and vision for the Academy

Mindtickle has enabled PreSales Academy to scale its training program, increasing its student enrollment by 84% in two years.

When comparing students' first Demo role-play scores to their last, PreSales has seen an average of 22% increase in scores due to the targeted training and learning.

Stremic refers to her partnership with the Mindtickle team as "Incredibly supportive, collaborative, and helpful. The Mindtickle team ensures we are utilizing the platform to its fullest potential and often go out of their way to ensure we have what we need to support our students."

In addition to the growth in business, PreSales Academy has seen an average of 95% in student satisfaction and five-star reviews from graduates across relevant review sites (CourseReport & CareerKarma) from students who complete the program. As end users, students have positively reacted to utilizing Mindtickle. One student said in a review, "Mindtickle was streamlined and definitely easy to understand and utilize."

PreSales Academy graduates who land roles increase their salary by an average of \$80,000. The median salary for graduates exceeds \$118,000, and includes individuals from all different professional backgrounds (education, sales, real estate, etc.).

With the growth and demand PreSales has experienced, the team is now able to plan to scale their organization even more. As PSA continues to scale and refine the program with online training, role-plays, and coaching through the Mindtickle platform.

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

