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CUSTOMER STORY

How **Trimble Viewpoint** Accelerates Onboarding And Drives Continuous Engagement With Reps Using Mindtickle

Trimble Viewpoint

HEADQUARTERS	FOUNDED	COMPANY SIZE
Portland, Oregon	1976	800+

> **"We have direct evidence that sellers who have a higher level of engagement, including in their Mindtickle training and communications completions, are 50% more likely to exceed quota.**

Beth Shirey
Director, Sales Learning & Enablement
Trimble Viewpoint

The Challenge

Trimble Viewpoint is a leading global provider of integrated software solutions for the construction industry. Their software enables customers to integrate construction operations and project management to improve project profitability, enhance productivity, manage risk, and effectively collaborate across the broad construction ecosystem.

Prior to 2018, Trimble Viewpoint didn't have a sales onboarding program. New hires would onboard in a four-week in-person "bootcamp," which was not a solution conducive to repeating or scaling. On top of this, it consumed all the time of the sales enablement team, which at the time was just two people.

The Solution

With more than 8,000 clients worldwide, Trimble Viewpoint's innovations are transforming the construction industry by fully integrating operations across financial and HR systems, project management tools, and mobile field solutions. In 2019, they hired 70 sellers — poised for growth, they needed a way to scale their sales enablement function.

They deployed Mindtickle, launching their first onboarding program six months later. They used the analytics-driven enablement dashboards to track the readiness of the sales team, including course completions and certification.

KEY RESULTS

- **TRIMBLE VIEWPOINT CURRENTLY HAS 553 ACTIVE USERS IN MINDTICKLE, WITH OVER 200 IN SALES**

- **THEY REDUCED LIVE TRAINING SESSIONS BY 75% AND RAISED TRAINING COMPLETIONS TO 90% AND ABOVE FOR KEY INITIATIVES**

- **THEY CONTINUE TO SHORTEN THE RAMP TIME OF NEW REPS. GOING FROM 69 DAYS IN 2019 TO 52 DAYS IN 2021**

- **POSITIVE FEEDBACK FROM REPS WHO PARTICIPATED IN TRAINING AND ONBOARDING THROUGH MINDTICKLE; ACCELERATED NEW REPRESENTATIVE ONBOARDING, TEACHING THEM BEST PRACTICES THAT CONTRIBUTE TO THEIR SUCCESS**

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Staying on track with regular assignments

Trimble Viewpoint competes in a complex and dynamic space and doesn't compromise on giving sales teams all the help they need by empowering them to communicate the value of their software solutions while staying on message and on task.

The team sets weekly milestones for new reps to achieve in order to ensure they're staying on top of their onboarding schedule. These milestones help leadership understand how sellers are progressing and whether they're ultimately going to be successful.

And status checks aren't just for new sellers. Using the Mindtickle platform, the enablement team tracks engagement of ramped reps based on training completion and successful submissions each week. Trimble Viewpoint's data analysis demonstrates that sellers who are engaged in training (via Mindtickle) are 50% more likely to exceed quota. Since they can prove this correlation, it means their sales directors can coach sellers to complete training and view the weekly communications, all of which is assigned and tracked in Mindtickle.
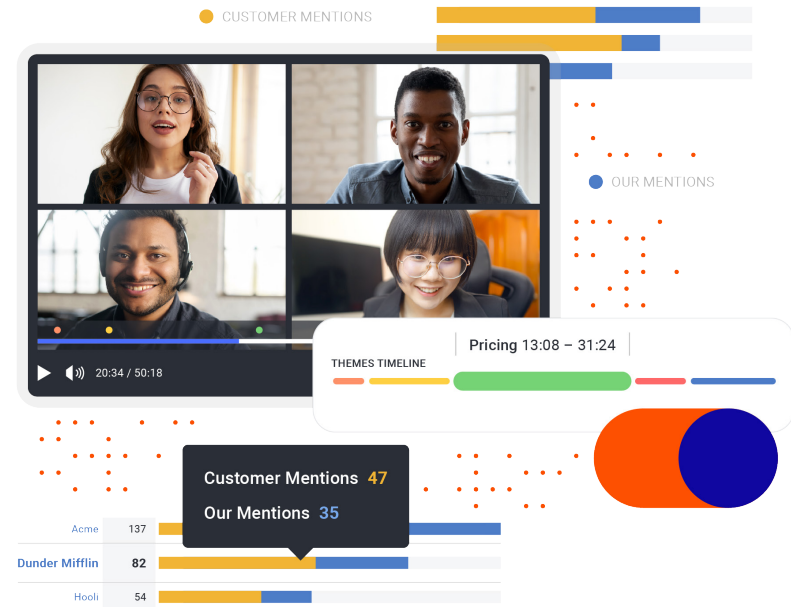
The Trimble Viewpoint team uses Mindtickle to track training and communications completions, then factors that into an engagement score.

Using Mindtickle to meet reps where they are

The Mindtickle platform enables the team at Trimble Viewpoint to create content and modules that appeal to the ways in which their sellers learn best. One of the ways they do this is through short videos. They find that the key is to keep them under five minutes in length, instill a sense of humor, and ensure they cover key points only.

The main reason the Trimble Viewpoint team likes using this approach is because videos are easily accessible and aligned with how their reps prefer to consume content. These videos can be watched on mobile, can be sped up, are digestible, and, most importantly, are actionable. Every short video is immediately followed by a quiz question to reinforce learning.

Bite-sized training content that's easily accessible on mobile or a tablet is much more likely to engage your sellers.

TRIMBLE VIEWPOINT SNAPSHOT

- **GLOBAL PROVIDER OF CLOUD-BASED SOFTWARE SOLUTIONS FOR THE CONSTRUCTION INDUSTRY**

- **FOUNDED IN 1976 AND IN BUSINESS FOR OVER 40 YEARS**

- **HAS A FAST-GROWING SALES TEAM THAT NEEDED A SOLUTION FOR TRAINING AND ONBOARDING REPS QUICKLY AND EFFECTIVELY**

Going beyond onboarding with continuous engagement

The Trimble Viewpoint team has leveraged Mindtickle to build out a comprehensive onboarding program to engage their reps from day one, but their use of the platform for training certainly doesn't end there. They also love using Mindtickle for continuous learning modules — a site known internally as "The Campus" — in the form of best practices from seasoned reps. The team has found it particularly effective to record interviews or feature advice in videos for more reps to learn from.

Trimble Viewpoint also uses Mindtickle to engage reps with activities. One example is an annual competition that requires sellers to record their business plans to be evaluated by a panel of judges. The presentations are recorded and then played back through Mindtickle. Prizes, as well as the opportunity to present to the executive team, are usually on the table. Competitions like this that incorporate seller knowledge are simple ways to keep reps participating and evolving in their roles.

> The Campus is a tremendous resource that provided me direction and focus to learn an entirely new industry in a short amount of time. The self-paced modules are incredibly engaging, interactive, and helped me learn while in my office or on the go. Through the mentorship of Beth Shirey (and team) and with limitless access to the breadth of resources in The Campus, I was able to successfully onboard quickly and achieve 150% of my quota.

Customer Sales Representative
Trimble Viewpoint

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

GET STARTED

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