

Better Together

A complete Sales Readiness approach to outsell the competition

The Challenge

Sales teams today are under pressure to tailor their conversations and provide value during their interactions with increasingly educated buyers. Revenue Leaders, on the other hand, have little to no visibility on whether reps are able to address buyer's needs with the right message and content, if they can handle objections appropriately, and what type of enablement is required to increase seller performance.

There's a Better Way

The joint MindTickle + Seismic enterprise-grade solution is a complete Sales Readiness approach to improve commercial excellence by giving sales teams the right training to deliver the right message at the right time and continuously reinforce the skills required to outsell the competition. This joint solution scales with you to ensure your sellers are set up for long-term success. In the Seismic + Mindtickle integration, content finds the seller, no matter which platform they are using.

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60% of best in-class companies who provide real-time, deal specific sales coaching rely on a dynamic library of marketing and sales asset."

- THE ABERDEEN GROUP

While working through Seismic, key messaging is consistently reinforced because training materials live side-by-side with sales assets in CRM. Additionally, relevant collateral from Seismic can be embedded into Mindtickle courses, decreasing onboarding time and increasing the content's stickiness. Engagement in both platforms increases because sellers don't have to click out of either environment to find the information they need.

Key MindTickle Capabilities



Training Automation:
allows personalized learning paths at scale



Quizzes & Assessments:
for knowledge certification



Virtual role-plays:
develop skills and provide asynchronous coaching



Field coaching:
identify the behaviors that make reps successful



A.I. and Machine Learning:
automate coaching reviews and surface coaching insights



Analytics:
gain insights into competency gaps and course-correct enablement programs

Key Seismic Capabilities



Tailored Content Profiles:
content and training to continuously reinforce best practices



Outcome Analytics:
drive success by tying training efforts and content usage to revenue



Content Automation:
hyper-personalized content for targeted messaging in a few clicks



Prescriptive Content:
automatically surfaced relevant content to reinforce messaging



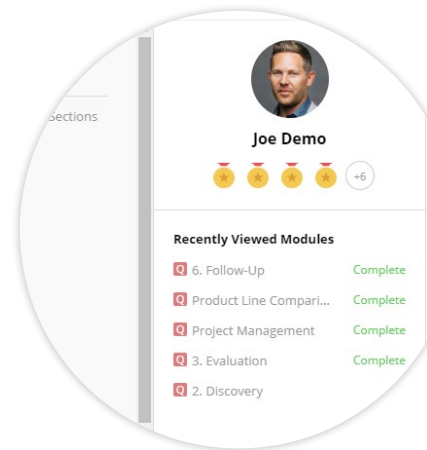
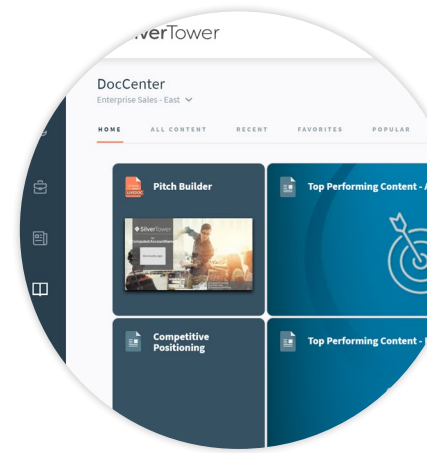
Just in Time Training:
videos and instructions appear with content for continuous training



Accessible Anywhere:
training and content in one solution accessible where sellers work

The Value...

- 1 | **Curate dynamic profiles** and access levels specific to roles, responsibilities, and certification requirements, guaranteeing that reps only focus on the content they need
- 2 | **Tailor every rep's training experience** based on product knowledge, industry trends, and competitive intel
- 3 | **Maximize rep performance** with best practices and training tips located side-by-side the content they are using to help them move their customers through the buying process at every stage and enhance the customer experience
- 4 | **Increase sales and training efficiency** when you create a single source of truth where all training, sales content, and industry news live across all platforms, allowing organizations to continue to grow
- 5 | **Understand how sales teams** are leveraging specific pieces of content to determine best practices and additional training opportunities
- 6 | **Gain insight** into how training efforts impact the bottom line and drive success with outcome analytics



Learn more at
www.seismic.com



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www.mindtickle.com