

DIGITAL BOOT CAMP UNITES GLOBAL SALES TEAM

MANDEL CASE STUDY

Pipeline improves by 50% after messaging and skills boost

Six Weeks to True Deal Acceleration

What's the difference between ho-hum online sales training and a digital boot camp that fires up the whole team? Completion rates of 87%—double the norm. Messaging that 85% of participants use. And pipeline improvement of 50% along with improved win/loss rates.

The sales enablement team at a global data storage leader got the job done for an audience of nearly 2,500 sellers across 10+ geos. They did it in just six weeks with a digital boot camp that delivered—in the words of one seller—"True deal acceleration." Read on to learn how you can empower your teams to sell more too.

Igniting Global Pipeline Growth

An enterprise technology leader wanted to grow its multi-billion dollar global pipeline for storage. The company had two critical pieces: agile storage and a results-driven sales force. But how could the company empower sellers with training that captured recent enhancements? The company's sales enablement team took on the task of developing a sales boot camp that combined go-to-market content with communication skills to match.

"We needed to impart new product content and help our people build strong customer relationships faster," says the company's Director of Sales Enablement. *"Our team needed to deliver quickly. We could go it alone or find a partner with a strong communication framework and the ability to deliver a digital boot camp at scale."*

Going Digital and Global

The global pandemic hampered the team's efforts. How do you deliver messaging at scale without travel? Go 100% digital. The team had six weeks—not enough time to turn its sales content repository into a digital experience. And their global audience needed more than a one-size-fits-all training. That audience included everything from new inside sales reps to seasoned sales engineers and account leaders.

High-Stakes Strategy Demands No-Fail Partner

"Getting the boot camp experience right would mobilize our global sales team to drive a significant shift in pipeline. Failure was not an option. So we had to choose a partner who could deliver on all our needs without compromise."

—DIRECTOR OF SALES ENABLEMENT

DIGITAL BOOT CAMP DELIVERS

50% improvement in pipeline

training completion rate **87%**

85% of sellers applied training immediately

of sellers believe they will close more business **80%**

"Mandel brought energy, creativity, and expertise to the boot camp. From a stronger pipeline to new logos, our people turned their enhanced skills into wins."

—HEAD OF GLOBAL SALES ENABLEMENT

"The boot camp started strong and kept people's attention, with 87% of salespeople who started finishing."

—DIRECTOR OF SALES ENABLEMENT

MANDEL

Choosing the Right Teammate

The sales enablement team reached out to potential partners. Mandel Communications stood out as a contender. The company already used Mandel's SCI-PAB® messaging framework and executive presence training across the global sales organization. Did Mandel offer more than content and training? Yes.

Mandel had an entire digital team. The team included experienced architects and program managers. They had the expertise needed to integrate, package, and deliver the content. Unlike other providers, Mandel prioritized the digital experience so much that a Head of Digital Experience led the team. Training and moderating coaches from multiple locations—India, Italy, Florida, New York, and California—brought a global perspective. Together, the team had the ability to deliver tools in several languages along with custom content, including videos, messaging, and CTAs.

A sales enablement leader explains why the company chose Mandel: *"Mandel offered the right messaging framework and training skills. You expect that from Mandel. But Mandel showed us they could craft a digital boot camp that matched the energy of a great in-person event. The digital experience surprised and wowed us."*

Sellers Poised to Win

Mandel designed and built customized digital training around three sales plays, each using Mandel's SCI-PAB framework. Input from the sales enablement team guided the process.

"For each geo and market, the experience and coaches made the message sing," says the Director of Sales Enablement. *"The boot camp started strong and kept people's attention, with 87% of sellers who started finishing. Mandel made the experience engaging thanks to their platform, people, and framework."*

Sellers participated in cohorts. Once started, they completed the training at their own pace. Engagement-boosting elements included:

- 10 customized calls to action that matched the needs of individual markets across the globe
- Peer reviews and validation of skills with video-based practice
- Discussion boards with hundreds of participants across geos asking questions, sharing strategies, and collaborating

Ready to Engage Customers and Sell

Company leaders were so pleased with the boot camp that they doubled the planned audience. Sellers also gave the experience high marks on a scale of 1-10, including:

- **8.07**—Likelihood of recommending to others
- **8.14**—Overall rating of training and framework
- **8.27**—Product-related sales play rating
- **8.16**—Competitive sales play rating
- **8.09**—Upgrade-related sales play rating

Follow-up showed that participants sustained their enthusiasm. Why? Sellers got tangible results from using what they learned. More than 85% of respondents surveyed 30-to-90 days out said they apply SCI-PAB to influence RFPs, close deals faster, re-engage customers who had gone quiet, and more. That enthusiasm showed in results, including:

- **50%** pipeline improvement
- **50%** direction of sales play improvement
- **80%** confident they will close more deals

"Fostering sales skills in our people showed in our pipeline," says the company's Head of Global Sales Enablement. *"Mandel brought energy, creativity, and expertise to the boot camp. From a stronger pipeline to new logos, our people turned enhanced skills into wins."*

AMPLIFY YOUR TRAINING EFFORTS

Learn more about how SCI-PAB helps create high-impact conversations and presentations. And talk to the Mandel team today about custom digital training that drives results.