

# THE BREAKTHROUGH COMMUNICATOR™

## DIGITAL SALES ENABLEMENT



## MODERNIZE SALESFORCE READINESS. TRANSFORM HOW SELLERS LEARN AND WIN.

Global sales organizations are driven to provide their sales teams with the right combination of knowledge and skills to succeed in a highly competitive landscape.

**The larger, more geographically distributed the sales populations, the more complicated sales enablement roll outs and boot camps become. If not done right, the sales leader's job is not the only thing at risk.**

If salespeople are not fully equipped to sell differently in the new normal, companies risk deploying uninformed salespeople, missing sales targets, or getting crushed by the competition.

**Mandel's proven digital solution** works equally well for any size business, from lean startups to global enterprises with thousands of salespeople.

### What's your sales enablement challenge?

- Ramping-up new salespeople
- Introducing new strategic sales plays
- Implementing new product launches

**The Breakthrough Communicator™ digital platform solves your sales enablement challenges** by quickly and effectively equipping your sales teams across all functions with the perfect combination of sales strategy, product training and essential skills development.

**Custom-design your sales boot camp with Mandel.** Harness the power of digital sales enablement to:

- **Unify your salesforce** by simultaneously delivering quality sales training to a hundred (or thousands) at one time
- **Drive salesforce engagement** by providing access to exactly the learning resources your salesforce needs, when they need it
- **Rapidly deploy new strategic sales plays** to unite your salesforce around new messaging, product lines, and sales strategies
- **Launch your large scale initiatives** with our agile learning platform and blend your learning content with our proven messaging framework
- **Quickly onboard new salespeople** and accelerate their learning, while still providing engaging connection and collaboration
- **Monitor and measure** everyone's completion rate to ensure broad adoption

**MANDEL**<sup>SM</sup>  
831.475.8202 | [MANDEL.COM](https://mandel.com)

# THE EXPERIENCE

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## PARTICIPANT EXPERIENCE

- Participants enter your customized digital bootcamp to engage digitally with their peers and the expert Mandel moderator **anytime, anywhere, on any device**
- Salespeople hear directly from their leaders the 'why' behind the bootcamp and how this will **immediately help them sell more effectively**
- Participants **apply the learning** throughout the bootcamp, crafting real-world customer and prospect messaging connected directly to the training
- Cohort peers share their messaging and **provide one another feedback**, both co-creating and fine-tuning the message, thus amplifying their learning
- Participants engage in healthy competition, driven by gamification, points, and badges that result in high adoption
- Salespeople gain **insightful feedback and coaching** by engaging with their peers and Mandel moderator via discussion boards
- Leaders close the digital experience with specific **calls-to-action** and expectations for learners via personally-recorded videos

## DESIGN AND IMPLEMENTATION

- Key stakeholders partner with Mandel's agile design team to collaborate on the following:
  - **Align** on desired business outcomes
  - **Identify** key internal messaging and content
  - **Support** specific sales plays and initiatives
  - **Add** logos, images and stakeholder videos
  - **Strategize** gamification, points, and badges
  - **Map** milestones and implementation plans
  - **Plot** metrics and measurement strategy
  - **Review** content and launch
- Mandel moderator keeps participants on track, reminding them of milestones and deadlines
- Mandel team provides ongoing support and reporting metrics for the sales enablement and leadership teams

**Note:** The length of the digital bootcamp varies depending on the volume of sales training content being taught. Participants have access to the portal for 30 days following the close of the program.

# REINFORCEMENT & MEASUREMENT

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- Artificial Intelligence-driven app instantly measures improvement in delivery skills
- Participants share their accountability plans and how they plan to apply the learning
- Automated reminders keep participants informed of milestones and deadlines
- Weekly stakeholder reports show who leads in points and whether anyone lags
- Participants submit video samples that can be used as examples for future participants
- Participant surveys capture immediate feedback as well as 30-day business impact

**INTREPID™ by VitalSource, a globally recognized learning experience platform, powers our digital courses.** This agile, elegant, engaging technology offers learners modern, collaborative digital learning and an integrated social experience based in behavioral science. The Mandel content in this bootcamp can also be integrated into other online learning platforms. As some features vary platform to platform, please ask your Mandel representative for more information about this option.