



# MINDBODY INCREASES REVENUE BY 40% AND CREATES A CULTURE OF PROGRESSIVE LEARNING

MindBody achieved sales team alignment leading to increased revenue and decreased attrition

## STEPS TO SUCCESS AT MINDBODY



**STEP ONE:**  
Roll out new sales packages



**STEP TWO:**  
Create a progressive learning path



**STEP THREE:**  
Get sales team aligned and certified

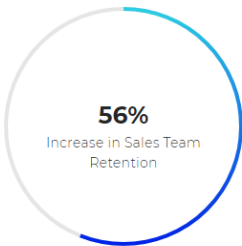
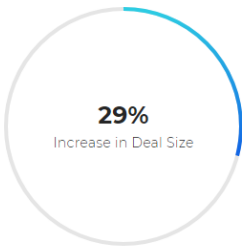
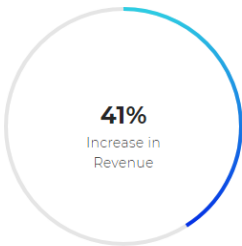


**STEP FOUR:**  
Correlate activity to performance data

MindBody acquired three major brands resulting in a 30% increase in head count and 500 sales reps to support. The enablement team was given just two days to integrate the sales teams and train them to sell each other's products. Instead of using a comprehensive, multi-week learning path, MindBody used SalesHood to create a just-in-time daily drip to the sales team.

Their progressive learning path led to excellent completion rates, the sales teams quickly learned to sell the entire product line and felt great about being able to complete the work each day. Due to the success of that program, the Sales Enablement team has been promoted to Revenue Enablement. They will now train and coach all customer facing employees.

## Transforming From Sales Enablement To Revenue Enablement



We've increased revenue by 41% in one year

Its amazing the revenue transformation we have achieved using SalesHood.

JULI WALWYN  
Senior Director, Revenue Enablement  
MindBody