Mindtree increases sales velocity to surpass $1bn in revenue

Mindtree delivers digital transformation and technology services for some of the world's largest companies. Its deep expertise in infrastructure and applications management helps customers outperform the competition and has fueled the company's growth. Founded in 1999, Mindtree has expanded from its India headquarters into the US and surpassed $1bn in annual revenue. Now 70% of its business comes from the US, and the company has 20,000 employees worldwide.

"Our strategy to get to the next level is to enable the sales team to lead with offerings and work more closely with our partners to deliver faster IT solutions to customers. Automation is key and we're using Salesforce to accelerate sales and scale from a $1bn company to a $2bn company," said Sanjeev Babel, Associate VP, Corporate Strategy, Planning, M&A and Sales Excellence at Mindtree.

Enabling a new wave of growth

Over the past 20 years, Mindtree has continually evolved to stay at the forefront of technology and solve new challenges for its customers. It's focused on meeting the needs of Forbes Global 2000 companies and high-growth markets, including retail, manufacturing, financial services, insurance, travel, hospitality and enterprise technology.

"We have a big opportunity to grow in these markets, but we need to be very disciplined and smart about what we sell and how we sell and that's why we brought in Salesforce," said Babel.

Mindtree had been using another CRM prior to Salesforce but it wasn't easy to scale and sales reps were frustrated by the user experience. This made the use of Salesforce all the more compelling. The Salesforce platform enabled Mindtree to scale through automation and make life easier for reps.

A new blueprint for sales

To achieve its goals and boost rep productivity, Mindtree worked closely with Salesforce to create a blueprint and implement Sales Cloud in stages to streamline sales processes. Together, the companies built out a series of automated actions to validate leads and move them through the sales pipeline.

"For the initial rollout, we focused on giving the sales team certain features like notifications, that would help them on a day-to-day basis and improve visibility of pipeline. We also created dynamic dashboards for every sales rep aligned to their pipeline. We still do this for new reps as it gives them the real-time information they need to be successful," said Babel.

Mindtree has now expanded its use of Sales Cloud and moved from Classic to Lightning Edition. The transition to Lightning has made it easier for reps to manage opportunities on a mobile device and has improved productivity by 8-9% in a year.

The company has also increased its use of automation. It has set up triggers to automatically remove leads from the active pipeline to a holding pipeline after thirty days so reps can focus on those more ready to

convert. There are separate triggers to initiate Pricing, Compliance, Legal and Risk Management processes for opportunities that progress to the proposal stage and beyond.

Another smart move by Mindtree has been to funnel any dropped leads and opportunities into the same pool as its holding pipeline and allow for these to be reactivated later on. This has ensured that the pipeline is not inflated and at the same time provides new reps access to pipeline to nurture immediately.

"Now that we have deployed Einstein Analytics, it will help sales reps even more by identifying where they should focus their energies to achieve their goals." SANJEEV BABEL | ASSOCIATE VP, CORPORATE STRATEGY, PLANNING, M&A AND SALES EXCELLENCE

Increasing speed and volume of pipeline

Today, all of Mindtree's reps globally use Sales Cloud and it is the only way they can access leads and manage opportunities. This gives management complete visibility of the sales cycle and also allows it to measure things like the impact of partner collaborations and the positioning of offerings. For instance, management can track the number and value of opportunities created for each partner and offering, enhancing transparency in partner relationships and the strengths of offerings.

Mindtree has also adopted Pardot which has facilitated greater collaboration between sales and marketing with improved lead nurturing. Leads are funneled into Pardot from the website and other online channels or imported as contacts after events. Marketing then adds them to nurturing campaigns or immediately qualify and assign them to a sales rep who can turn them into opportunities with one click. These activities have contributed to a total 40% increase in pipeline volume and a 10-15% increase in pipeline velocity in the last year alone. Through acquiring Magnet 360 in the US, Mindtree has also become a Salesforce Platinum Partner.

Mindtree has an internal CRM advisory board that meets every quarter to understand the needs of sales reps and discuss what Salesforce capabilities to leverage next. Mindtree has recently made the decision to deploy Einstein Analytics. The intention is to extract more insights from the data collected over the last three years and leverage this to improve win rates and the sales cycle.

"Salesforce provides instant gratification to our sales team by giving them all of the tools they need to get the job done," said Babel. "Now that we have deployed Einstein Analytics, it will help them even more by identifying where they should focus their energies to achieve their goals."