

Helping Sales Reps Sell More



CHALLENGE

A global technology giant had an exclusive free client offering that set them apart from the competition. However, their sales staff were unable to leverage it meaningfully in sales conversations aligned to different customer personas.



SOLUTION

The Upside team worked with the client SMEs to define clear outcomes for the program, unearth root causes for performance challenges, and create a holistic solution. The resulting solution was comprised.



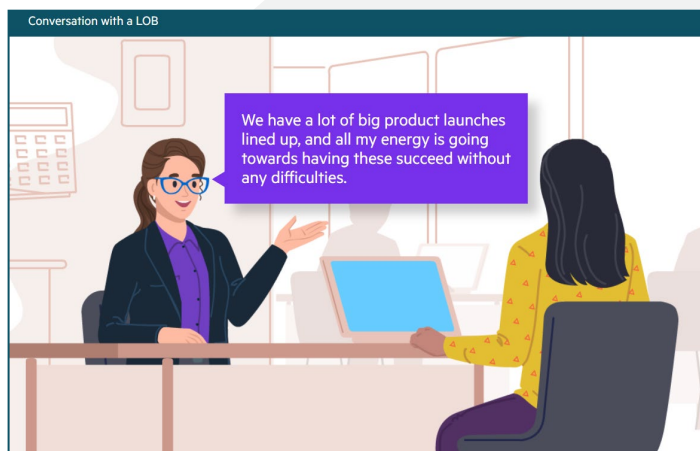
Interactive Demos

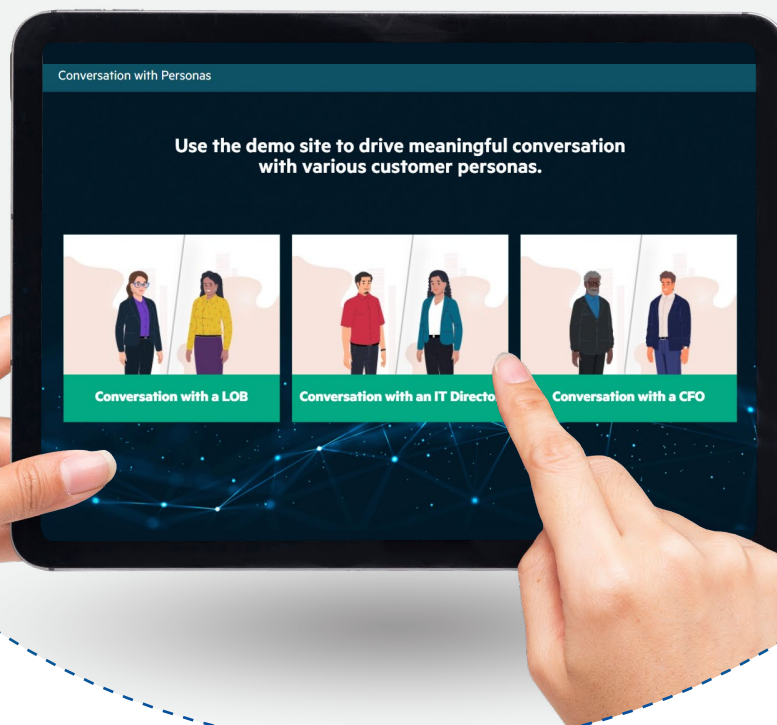
Short scenarios focusing on conversation junctures where demos come into play followed by a question based on the situation they just saw. This was followed by a simple intervention that urged the learners to visit the demo site before moving on.



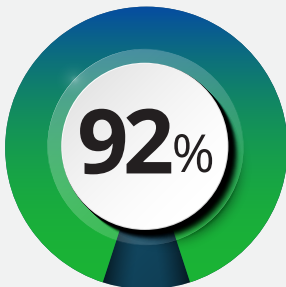
Guided Demos

Realistic scenarios that simulated real-life customer-sales rep conversation for each persona. The conversations were designed to specifically bring out actual customer pain points, and learners were asked to observe, analyze, and draw conclusions.





IMPACT



Learner success rate
in the Accreditation
Program.



Average learner rating of 4.6,
helping increase their overall sales funnel.

HIGHLIGHTS



- 1 Smart mix of worked examples and scenarios.
- 2 Guided demos focusing on customer pain points.
- 3 Interactive demos to simulate the platform.

AWARDS

