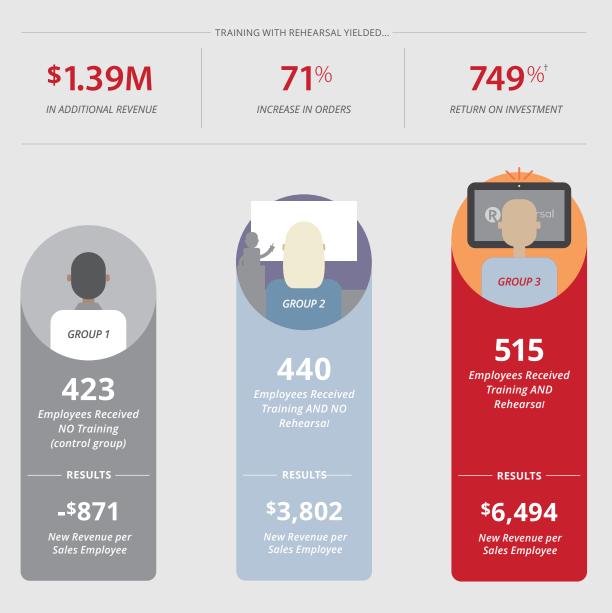


Verizon chose Rehearsal to implement a new way of training their customer-facing sales teams. To measure the effectiveness of Rehearsal, Verizon set up three groups of sales agents in which each group received a different form of training: Group 1 received no training, Group 2 trained with only existing programs, and Group 3 trained using Rehearsal and existing programs. Sales figures for each group were recorded before and after training and then compared with their respective pre-training numbers.

The group that trained with Rehearsal generated seven-figure revenue gains.



rehearsal.com

⁺Calculated by taking the average difference in revenue per employee between Group 1 and Group 2 ("the return") divided by the average total cost per employee ("the investment").