

Sales Enablement

Use Rehearsal to practice sales-specific skills that will make a direct impact on revenue.

Challenge

Organizations spend a lot of time training their team on sales methodologies and processes. Unfortunately, most of the training is focused on knowledge and doesn't translate into behavior change and results.

Approach

Create role-play scenarios within Rehearsal that focus on skills and induce the desired behavior change. Identify areas of the sales process, such as objection handling or ROI evidence, that will provide the most impact on revenue.

Benefits

- Sales individuals practice in a safe environment as opposed to practicing with customers
- Coaches can directly observe performance, identify potential areas for improvement, and provide pinpoint guidance
- Identify best practices and share them to the Leaderboard for collaboration
- Provide motivation through recognition
- Cultivate a culture of continuous improvement

Applications

- Solutions, Services, or Product Pitches
- Objection Handling
- Case Study, Evidence, or ROI Details
- Demo Delivery
- QBR/Business Reviews
- Best Practices
- Contract Negotiations

Industry Example

An online automotive information resource company needed to drive sales lift for an underperforming product offered to dealership networks. They use Rehearsal to coach and better connect with field reps to sales leadership, greatly increasing sales skills. Their first application of Rehearsal quickly achieved a 102% increase in sales.