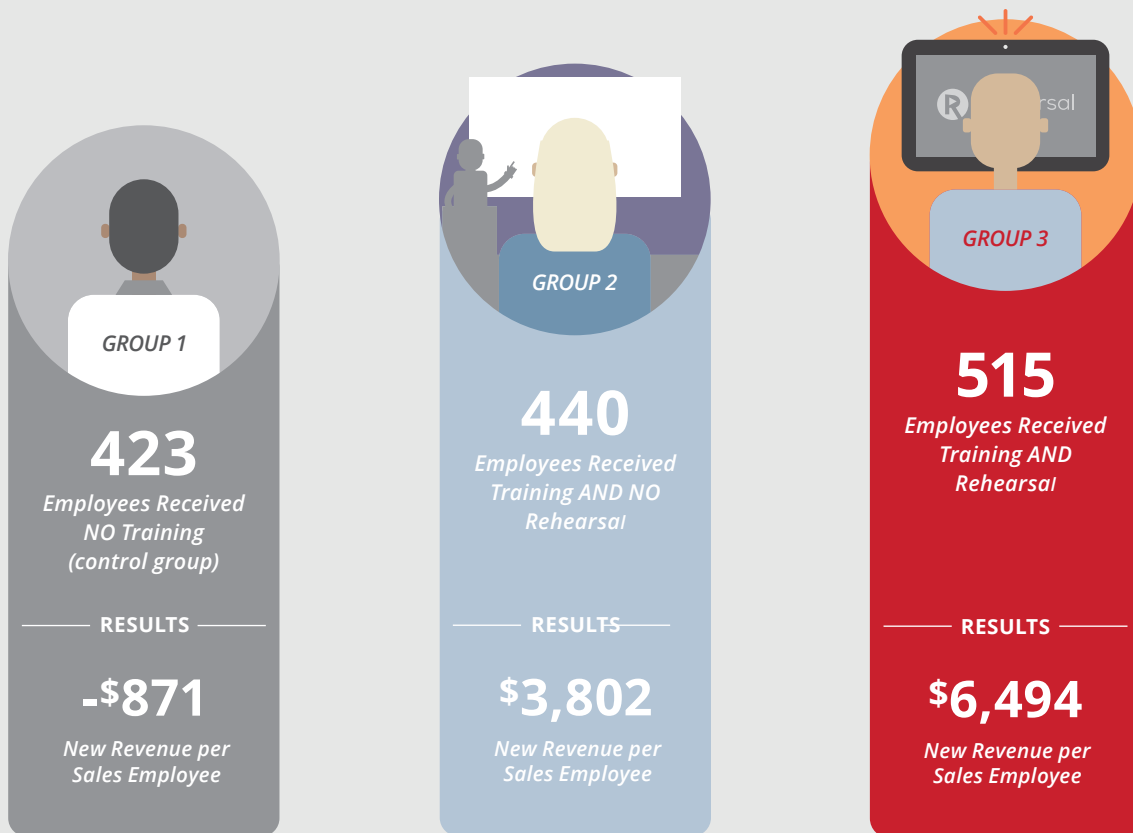




Verizon chose Rehearsal to implement a new way of training their customer-facing sales teams. To measure the effectiveness of Rehearsal, Verizon set up three groups of sales agents in which each group received a different form of training: **Group 1** received no training, **Group 2** trained with only 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").