Quantified

CASE STUDY

How a Global Tech Company Improved Sales Rep
Capabilities 24% with AI Role Play and Coaching

INDUSTRY
Technology

CUSTOMER PROFILE
Global Tech Company

LOCATION
HQ in North America

 # OF EMPLOYEES
150,000+

SOLUTION:
AI Role Play and Coaching for Sales

Headline Stats:

+24%

24% improvement in rep selling capabilities

+19%

19% improvement in win rates

26%

26% improvement in deal velocity

The Challenge

The Global Head of Sales and Customer Operations at one of the largest technology hardware companies in the world recognized the need to lift the percentage of quota-attaining reps across his global customer-facing workforce. He knew role play and coaching was the ideal solution, but with a hybrid workforce, no method of enforcing role play, and the need to scale his programs to the tens of thousands, he and his team felt stuck. He wanted to provide sales reps with regular and intentional role play, engage front line managers to do more coaching, and gain a leading indicator of sales performance at scale. Additionally, as a data-driven organization, the talent team sought quantifiable results that directly tie personal improvement to business performance.

He engaged Quantified to improve sales outcomes through the power of AI role play, simulations, and coaching.

Process

Quantified worked with the company to implement AI-based role play, simulation, and coaching programs for three sales organizations (each supporting a different tier of sellers). They use the Quantified platform to provide custom capability-based AI simulations for role-based groups, such as inside sales for the entry-level sellers, strategic selling for more senior sellers, and coach-the-coach for new managers.

Quantified first set up their simulated calls with an AI avatar, programming it to talk like their target customer (hardware buyers). Immediately after the role play simulation, the rep receives an objective assessment of their performance, with a detailed, scored breakdown of messaging, sales capabilities, connection skills, and how they stack up against top-performer benchmarks. They also receive personalized training to develop specific skills, including a library of best-practice examples from high-performers at their organization.

"This is transforming how we do sales management and coaching. We finally have reps doing role plays. And the insights are driving significant growth."
- Vice President, Global Sales and Customer Operations

"Just as our technology and expertise help our customers achieve their potential, our workplace should do the same for our sales team members. We should be a place where a team member can not only fulfill their potential but expand it, growing the boundaries of what it means to be their best personally and professionally."

– SVP OF TALENT AND CULTURE

Results:

- ⊘ 1,200 Reps have adopted Quantified across 3 Sales Organizations

- ⊘ Average improvement of 24% in rep selling capabilities

- ⊘ 19% improvement in win rates for Reps in Quantified Programs

- ⊘ 26% improvement in deal velocity

- ⊘ +65 NPS from reps compared to sales training industry average of -2

Improving Individual Capabilities

The technology leader has seen dramatic impact in two critical sales skill categories:

Building Rapport

The platform improves the reps ability to engage their audience with clear, engaging messaging resulting in the ability to successfully connect with target customers.

35%
More Engaging

37%
More Clear

19%
More Credible

Selling Effectively

The Quantified platform improves the capabilities required for sales professionals to engage and close prospective customers.

30%
Value Articulation

23%
Objection Handling

19%
Advancing the Sale

Improving Sales Performance Outcomes

Using Quantified's behavioral models as a leading indicator of sales rep performance, the company correlates the resulting Quantified Capability Skills to key sales performance measures like quota attainment and deal velocity. They now have insights that empower early intervention for underperforming reps.

Transforming Sales Potential into Performance

Your reps are the backbone of your organization, but without the right sales coaching tools and personalized frequent practice, it's impossible for them all to grow and succeed. Our unique combination of AI simulations, data-driven feedback, and personalized coaching gives reps and managers on-demand capability improvements, with proven paths to greater sales success.

Learn more at quantified.ai

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