

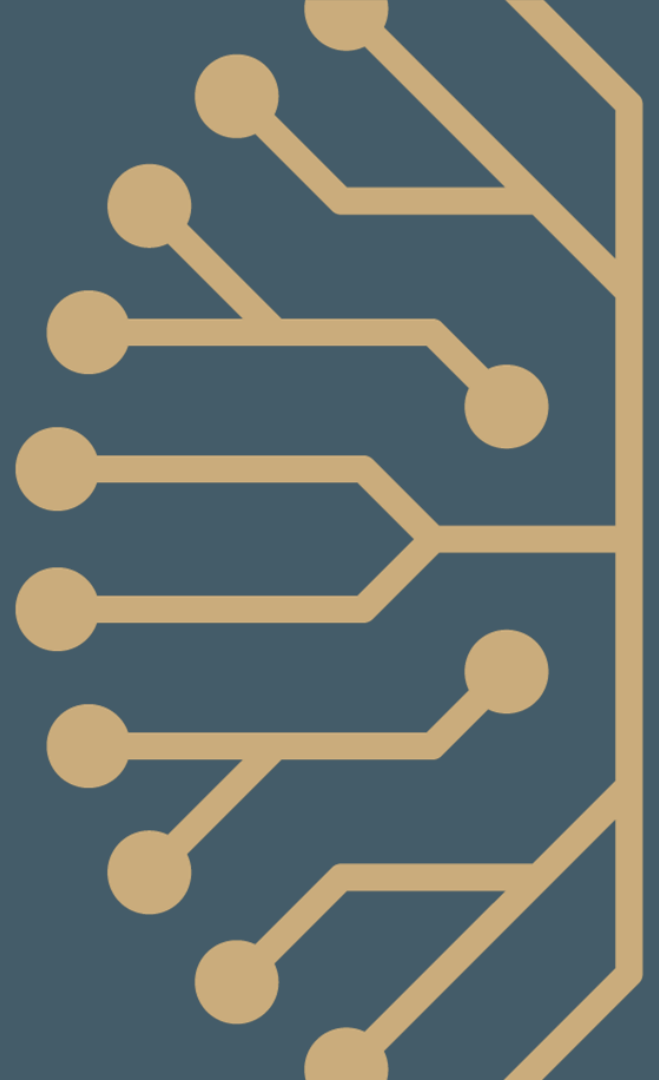
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September 28, 2020

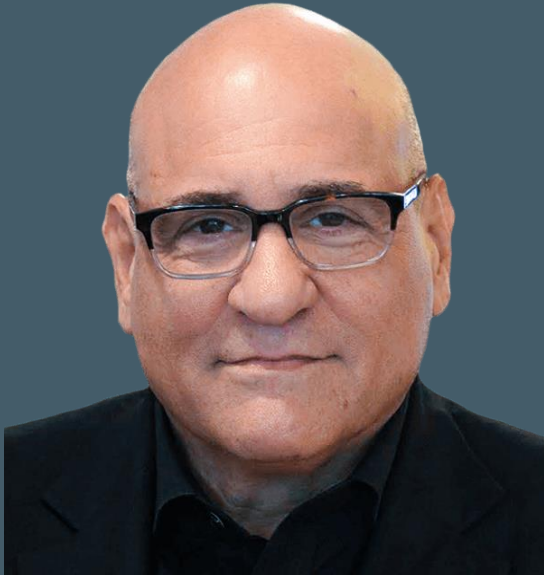
DEMOCAST:
Developing Virtual Selling
Skills Through 3D Immersive
Simulations & Gamification



Sciolytix



TODAY'S SPEAKER



Nick Rini
Co-founder &
Chief Revenue Officer

Salespeople Hate Training:

Engage Them with Simulations!

POLL

Why are you attending this demo?

(Select one response.)



POLL

**What problems do you want
simulations to solve in your company?**
(Select all that apply.)

UPtick

Selling Intelligence Platform

Hiring

Behaviors

Onboarding

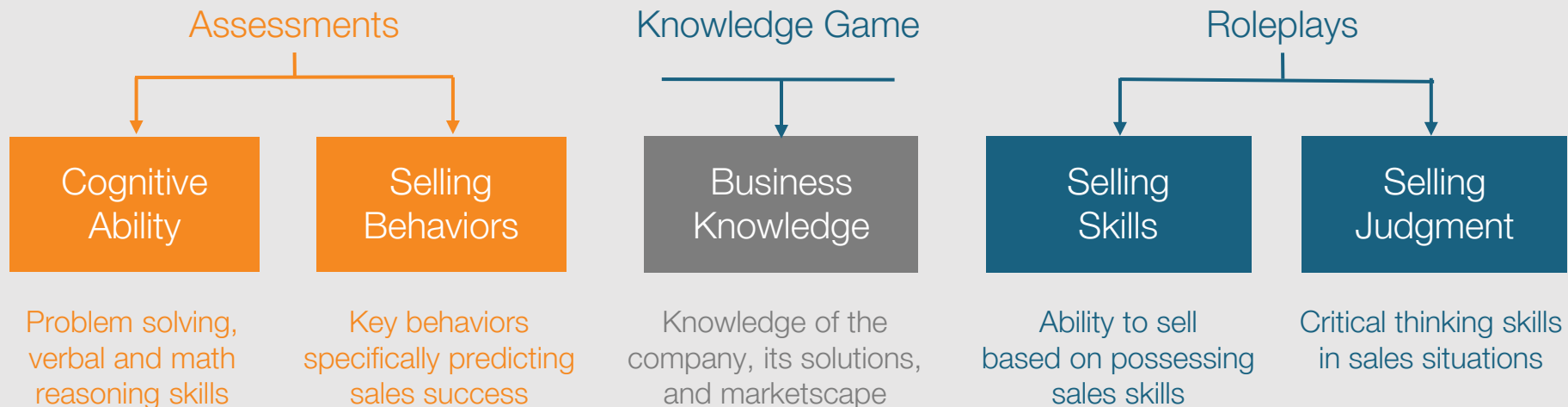
Judgment

Practice
&
Ongoing
Development

Practice

UPtick

Selling Intelligence Platform



Data Collection, Development, Analytics

Key Elements of a Simulation

Engagement

Relevance

Deep Scoring



Data Collection

Feedback

Reporting

Individual Rep Skills Scores

Rep
Dashboard

Leaderboard

Coaching

Mgmt
Reports

Mgmt
Dashboard

Learning
Cadence

Selling
Intelligence
Score

The screenshot displays the Uptick dashboard interface. At the top, there are navigation links for 'Play', 'Progress', and 'Resources', and a user profile for 'DAVIE INGRAM'. The main content area is titled 'Dashboard Selling Intelligence Metrics for Diana Yefremova'. On the left, there are several scorecards: 'Selling Intelligence™ score', 'Selling Competency™ score' (with sub-categories: Hunter, Farmer, Self Starter, Cognitive Ability, Sales Behaviors), 'Selling Judgement™ score', and 'Knowledge Game' (with a 'See Sales View' link). The central focus is the 'Achievement Drive' metric, which has a score of 79 and a green progress bar. Below this, there are two sections: 'Expected Behaviors' and 'Management Strategies', each containing a list of bullet points. A 'Back' button is located at the bottom left of the main content area.

Uptick Play | Progress | Resources DAVIE INGRAM

Uptick Play | Progress | Resources DAVIE INGRAM

Uptick Play | Progress | Resources DAVIE INGRAM

Dashboard Selling Intelligence Metrics for Diana Yefremova

Selling Intelligence™ score

Selling Competency™ score

Hunter

Farmer

Self Starter

Cognitive Ability

Sales Behaviors

Selling Judgement™ score

Knowledge Game

See Sales View

Achievement Drive 79

Expected Behaviors

- This individual is competitive.
- He/she is driven to be the best at whatever he/she does.
- Is constantly trying to surpass set goals.
- Is likely to create competitive situations with coworkers.

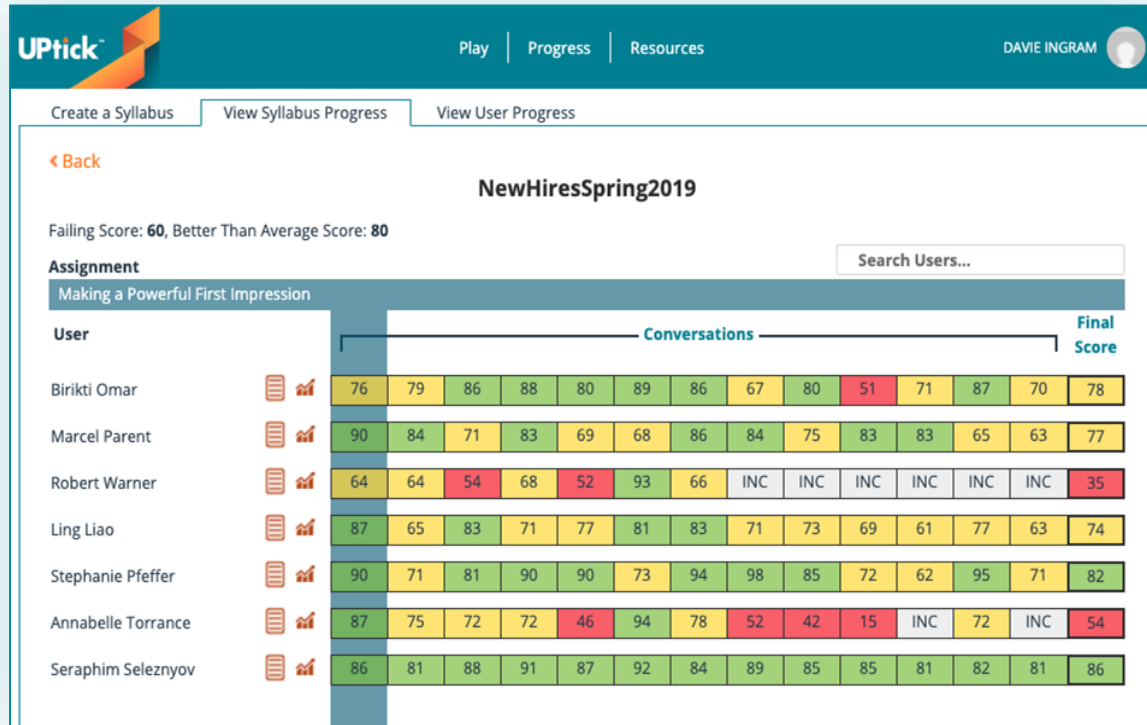
Management Strategies

- To maintain the salesperson's drive and motivation, reward their winning attitude.
- Work with the individual to develop challenging goals and reward goal accomplishment.
- While this characteristic is important for business success, care must be taken to make sure the individual's high level of competitiveness does not affect team performance or relationships.
- This individual's competitive energy needs to be focused on being the best he/she can be within the overall business plans and strategies.

Back

- Provides Sales Leaders deep understanding of their entire team
- Leverage strengths and properly address weaknesses to improve sales performance
- Gives prescriptive insights into the selling DNA of a salesperson
- Invest in the individual and team with confidence

Invest



- Integrated feedback & coaching at appropriate times in the sales simulations creates a **learning cadence** that provides feedback at just the right time.
- Automatically prompts reps to **return & self develop**
- Clear mapping of selling strengths & weakness feeds into a **customized learning path** for growth

Live Demo

A View Inside UPtick

Measurable Results

**Adoption & Use at
Nestlé Purina**

Increase in Sales Cognition



Most Replayed	Average First	Average Best	Improvement
Presenting to a Retail Group	56	71	27%
Negotiating for Performance in Annual Planning	26	73	181%
Leveraging Shopper Insights for Results	19	73	284%
Least Replayed			
Leverging Your Retail Presence and Expertise	70	79	13%
Leveraging Your Cross-Functional Expertise	57	78	37%
Negotiating for Performance in Role Reversal	63	82	30%
Become a Trusted Advisor	42	73	74%

Adoption and Use



2:40:00

Average Time Spent on Roleplays

78

Presenting to a Retail Group

9

Average Number of Repeat Roleplays / Person

74

Negotiating for Performance in Annual Planning

78

Greatest Number of Returns to Roleplays

68

Leveraging Shopper Insights for Results

Adoption and Use



94
%

Return to Improve
(with score <80)

90
%

Played Multiple Times
(overall)

92
%

Safe Way to Learn

91
%

Improves Ability to Sell

Summary

- Change behavior through engagement and repetition
- Sims can be applied broadly
- Shorten time to ramp, sales cycles
- Increase revenue
- Individualized learning
- Enhance sales kick-offs

Thank you!

Nick Rini

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