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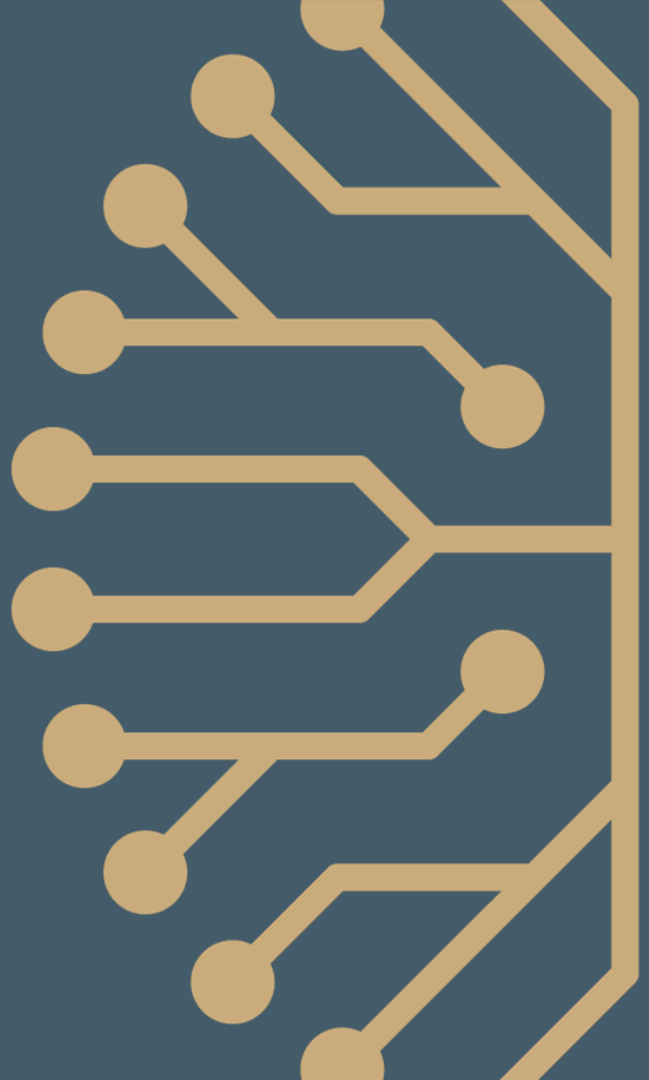
September 28, 2020

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



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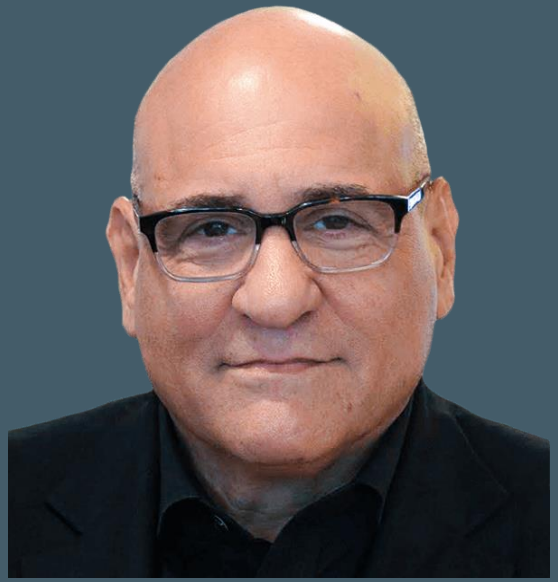
TODAY'S SPEAKER



Nick Rini
Co-founder &
Chief Revenue Officer

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Salespeople Hate Training:

Engage Them with Simulations!

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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	Onboarding	Practice & Ongoing Development
Behaviors	**Judgment**	**Practice**

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Selling Intelligence Platform

Data Collection, Development, Analytics

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Key Elements of a Simulation

Engagement

Relevance

Deep Scoring

Data Collection

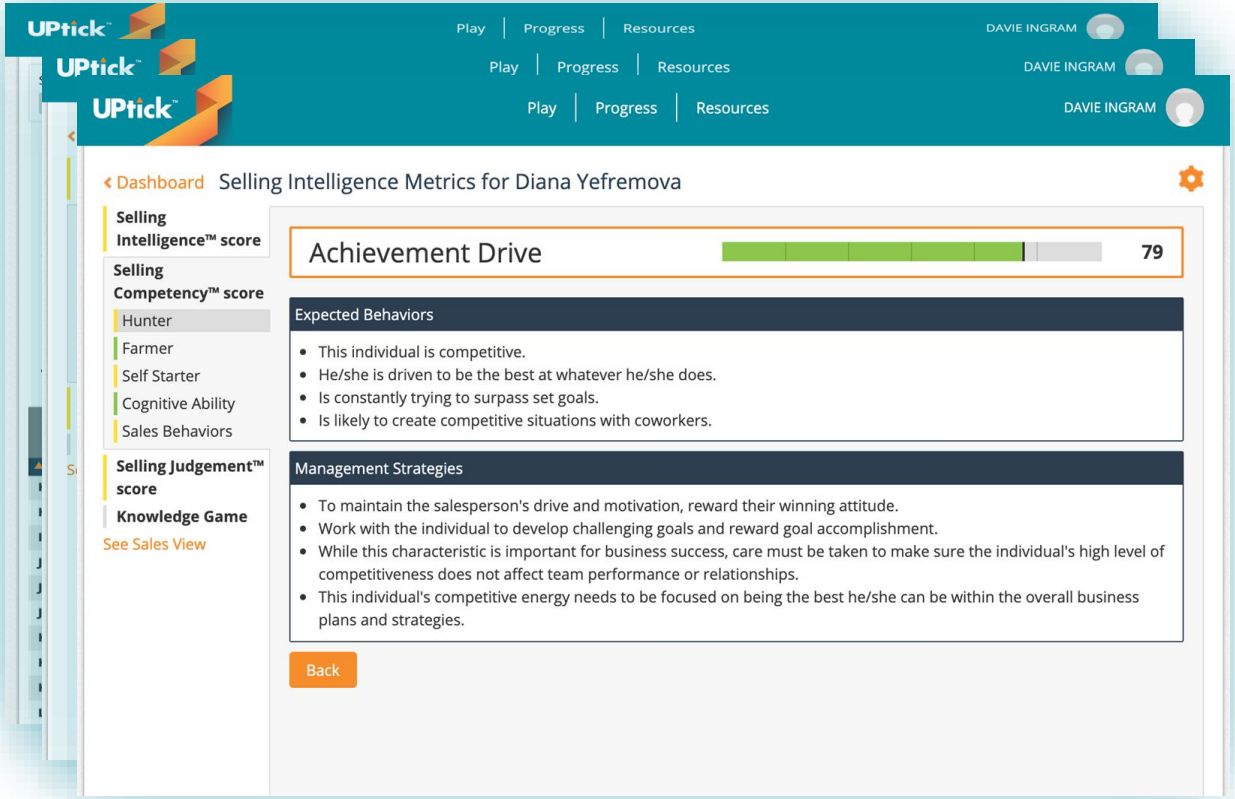
Feedback

Reporting

Individual Rep Skills Scores

- Rep Dashboard
- Leaderboard
- Coaching
- Mgmt Reports
- Mgmt Dashboard
- Learning Cadence
- Selling Intelligence Score

Insights



- 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

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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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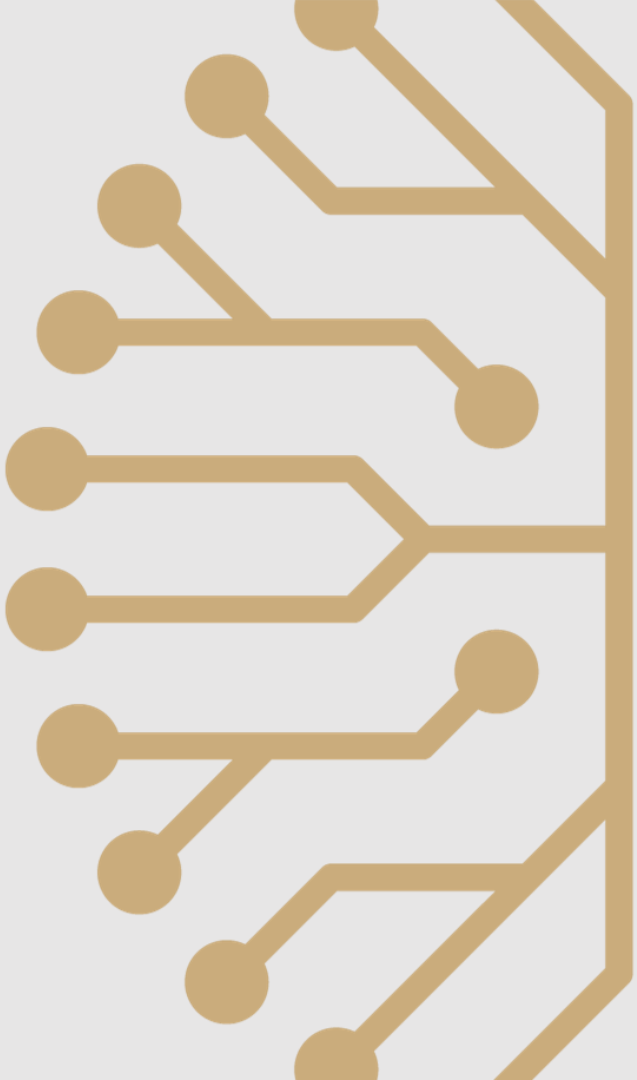

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