



Hockey Stick Growth with UPTick™ Sales Reinforcement

On average, only 60% of B2B sales reps make quota each year, but organizations that provide ongoing coaching and training reinforcement have four times more reps meeting quota.¹

Like a star athlete, Sales Pros benefit from ongoing practice and coaching

Getting seasoned Sales Pros into a training session can seem like herding cats; they don't like missing time in the field and they often disengage from lectures and video. Most Sales Trainers know this is a challenging audience!

But, just like a professional athlete would never consider showing up for a big game without practice and feedback, sales professionals can benefit from modern, customized training and coaching. One size does not fit all!

Interactive training designed to engage

With Selleration's UPTick you can leverage Sales Behavior Science to

- Assess each of your rep's skills and Sales Judgment.
- Follow with interactive, innovative Virtual Reality positioning tools
- 3D animated role play and customized coaching
- Industry / Launch Game designed to engage
- All focused on improving Sales performance and quota attainment.

CUSTOMER PROBLEM

Sales training tough to administer, yet 40% of Sales Pros not making quota

- Lost opportunity is big – up to half of all revenues
- Training for improved skills, new product launches subject to lack of interest, geographic limitations, costs and timing issues
- Role play is best vehicle, but costly and tough to do
- Reps all at different levels – one size does NOT fit all!

SOLUTION

UPTick Sales Reinforcement to:

- Assess each sales professional
- Deliver customized role-play training and coaching
- Leverage UPTick Virtual Reality to cement key concepts

BENEFITS

Up to four times more reps making quota with modern, see/hear/do Sales training customized to the individual

- Modern modality available 24/7 X 365 **minimizes loss of field time** – effective for new campaigns and product launches
- **Effective for new campaigns and product launches**
- Engaging, interactive content improves training retention and delivers behavior changes for **greater revenue**

¹ Training Industry blog: "Five Sales Training Metrics You Should be Tracking"

Evaluate Rep's Sales Behaviors

Do you have a clear understanding of each rep's strengths and weaknesses? Are you happy with the amount of coaching provided to further enhance sales efforts?

The Uptick platform enables you to easily evaluate each Sales Rep for strengths and weaknesses in their selling behaviors. Based on those findings, a specific Learning program can be customized to build skills.



Uptick assesses your sales reps and then provides a Learning Cadence to address skill gaps

Interactive Virtual Reality and animated, simulated role-play

Sales reinforcement capabilities from Selleration combines see / hear / do training to change behaviors and engage sales representatives in the content.

Role-play, a backbone feature of most sales training, has been modernized with 3D animated, automated scenarios that can be accessed 24/7 via mobile, tablet or laptop devices, complete with scoring and coaching for training at scale. Customized role-plays, specific to your business, can introduce new product or reinforce desired selling skills and behaviors.

New virtual reality capabilities captivate reps and are perfect to evaluate, practice and coach elevator pitches and key concepts.

Customized role plays, specific to your business, can introduce new products or reinforce desired selling skills and behaviors.

Industry / Launch Game to elevate and retain knowledge

Uptick features a Industry / Launch Game that can be customized easily with questions or facts/figures specific to your business. Test reps on market knowledge or introduce and "gamify" new product information, positioning or competitive landscape.

Contact Selleration today at **917.780.2009** to build better Sales Judgment and skills in your team.



Innovative Virtual Reality training can cement positioning and key teachings