



Developing the competency of your sales teams could be your most defensible competitive advantage.

Coaching, focused on high-value skills and activities, is critical to developing a sales rep’s ability to add customer value. Yet many companies fail to implement, scale and sustain sales coaching. Consistent coaching is proven to:

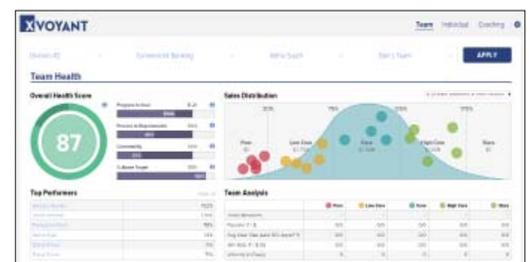
- Boost quota attainment
- Increases deal size
- Improve employee retention

ENABLING SALES COACHING THROUGH TECHNOLOGY

CRM activity data shouldn’t just be about tracking progress to goals or rep accountability. Instead, it becomes truly valuable when it is used in coaching to enhance skills and create improvement. Xvoyant removes common coaching barriers and enables companies to develop a culture of coaching excellence.

- **Prioritize**—Helps sales leaders and direct managers determine the “who, what, and when of sales coaching”
- **Optimize**—Provides the structure, work flows and simplicity to help make sales coaching a repeatable operational strength
- **Dollarize**—Tracks and illustrates the impact of coaching on deal capture, revenue attainment, rep engagement and response to coaching goals.

Built native within Salesforce.com™, Xvoyant is designed to leverage your current sales activities and your pipeline definitions. It quickly maps to your field structure and immediately utilizes performance and funnel data to compile and present individualized coaching recommendations



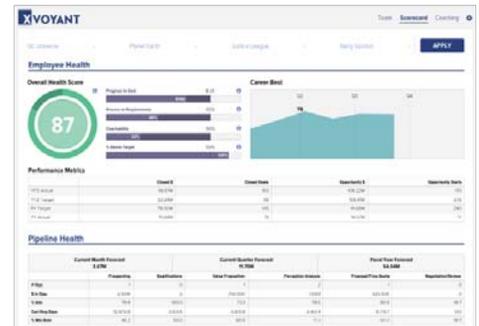
Team Health Score

EFFECTIVE SALES COACHING

At Xvoyant we think of Sales Coaching as the process of “Intentional Improvement.” Sales coaching structured and executed as intentional improvement is comprised of 4 key characteristics:

- **Cadence**— If you don’t have consistency, you don’t have coaching. Xvoyant helps you transform infrequent and ad-hoc dialog into a series of scheduled, tracked and goal-centered conversations focused on rep growth and competency development.
- **Focus on Skills**—Many managers mistake a review of performance objectives and attainment as a coaching session. Effective coaching focuses on skill and competency development vs an accounting of performance with an expectation of improvement. Few leaders coach their teams on the relationship of high value skills and activities to goal progress and overall opportunity viability.
The best sales managers know which activities and skills contribute to success at each stage of their sales cycle and intentionally coach with the idea that skill improvement leads to success.
- **Level Up**—Great coaches don’t focus on looking back, instead they look forward. Our “Skill to Success”™ model creates a culture of forward-looking self-examination that identifies and quantifies the value of the next level.
- **Collaboration**—Coaching is often seen as a dictated and uniform course of action for under-performers. Xvoyant helps both high and low performing reps identify and understand the value of “Level-Up” opportunities and then draws on their own insights, commitment and energy to achieve them.

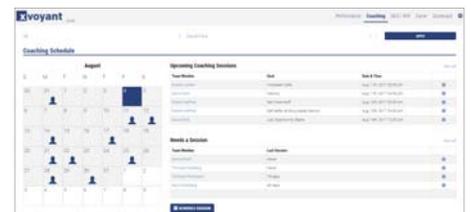
According to CSO Insights, organizations who invest in a consistent and formal coaching process see an increase of 18% more deals won.



Team Member Scorecard



Skill/Will Index™



Coaching Central™

Contact us for a **demo** of Xvoyant’s Sales Coaching Technology



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