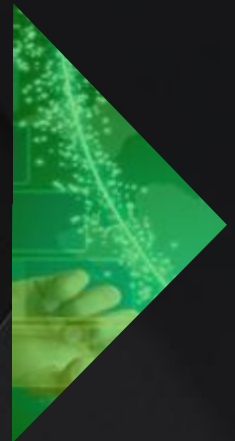# Coaching Insights – Guided Selling

August 2020

SalesChoice
Predict. Prioritize. Pace.

What's Inside:

- Introduction to Guided Selling Coaching Insights
- How Does It Work
- Benefits for Your Sales Organization
- Business Impact

A. Introduction

Success in sales has traditionally been pursued through a mix of a seller's relationship skills, persuasive ability and diligence in following sales best practices. The modern era has revealed how much of sales is dependent on predictable patterns that tend to be missed otherwise. Guided selling is the art of integrating sales best practices with granular data insights on what works and what doesn't in successfully closing a deal. Sales professionals can now receive guided selling coaching 7x24 to increase their odds of hitting their sales targets.

B. How Does It Work?

Using a combination of Machine Learning techniques, the SalesChoice Insight Engine™ identifies the fields in your dataset that are most influential to your opportunities, and the custom conditions that have historically resulted in wins for different opportunity types. It then shows these conditions unique to your business, to reveal how they are influencing a specific opportunity's odds to close in a chosen time period.

This feature is called the Playbook. The Playbook insights are then complimented with additional coaching features:

1. SalesChoice's coaching layer provides real-time business interpretation of all insights, as well as suggestions for best actions to take as next steps.
2. Email coaching alerts send timely notifications to a user on their pipe health status in order to reveal which opportunities are looking promising to close and which ones seem to be most at risk.
3. In addition to these coaching features, SalesChoice has over 10 other coaching features: Data Completeness, Personality Fit, account and activity health dynamics, etc.
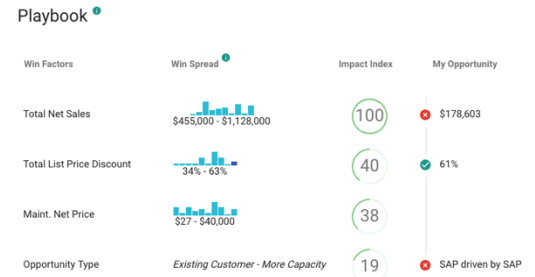
C. Benefits for Your Sales Organization

The Playbook explains why an opportunity is an A, B or C so that you can make contextual decisions on pursuing the opportunity or making changes, vs. following the AI blindly. The simultaneous coaching insights allow you to strategize your next action for maximum impact. Meanwhile, the email alerts ensure that you always remain in touch with the opportunities most at need of your attention – whether to increase your deal wins or to avoid unlikely losses.

D. Business Impact

Increased Win Rates: Understanding why an opportunity may not close serves as a reality check and helps avoid pursuing a deal due to human bias. It also allows corrective real-time and future actions with the Playbook and coaching insights, to helps teams close more deals and meet their plan targets.

Better Sales Intelligence: The coaching layer improves a team's understanding of their sales win factors, as well as their pipeline health, resulting in more accurate forecasting accuracy, improved coaching levels and revenue growth.

More Information on SalesChoice:

SalesChoice Insight Engine™ is an Artificial Intelligence (AI) driven sales forecasting platform that predicts sales outcomes reliably at up to 95% accuracy.

Our Promise:

End revenue uncertainty and sales inefficiency

Benefits:

Achieve revenue confidence – SalesChoice insights unlock new abilities for you to see the future as well as the true state and history of your revenue operations.

• Recognize and reduce risk across the deal lifecycle, for new sales and renewals

• Increase your sales velocity and hit your revenue targets

• Deliver a forecast you can bank on

• Through the lens of AI, see your customers in a whole new way

Eliminate sales inefficiencies – AI modernization brings many benefits, especially by increasing your managers and reps' focus and Sales IQ.

• Streamline forecasting efforts across your organization

• Better manage your pipeline and forecast

• Replace pipeline reviews with deal coaching sessions

• Achieve 99% data completeness

• Get more from your CRM without requiring more learning

Partners:

More Resources:

http://www.saleschoice.com/resources/

Book a Demo:

http://www.saleschoice.com/contact-us/

See Our Product:

https://www.youtube.com/watch?v=jsbss1_eFMM

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Reasons to Believe in Us:

"Capable of predicting with up to 95% accuracy whether a deal will close." - IDC

"SalesChoice better targets best opportunities that are likely to win & avoid deals that have low odds of closing." – 2020 Sales Mastery AI for Sales Solutions Guide

"Hot Vendor to watch in sales enablement." – Aragon Research

Over 17 Industry Leadership Awards including:

• Top 20 Technology Companies in Canada 2020
• MindbridgeAI Impact Leader of the Year Award 2019
• Digital Transformation Award for AI Disruption in Canada 2018
• Startup Canada National and Regional Entrepreneurial Award Winner 2018
• EY CATA Sara Kirke Award for Entrepreneurship and Innovation 2017
• Top 25 Most Empowering Big Data Company Award 2016