

Sales Readiness

BOOST PERFORMANCE 70%
WITH COACHING AND AI



About Us



Rebecca Nittolo

VP, Client Strategy and
Innovation

25 years in the
pharmaceutical and biotech
industry

Spearheaded countless
award-winning training and
leadership development
programs



Dave Romero

President

25 years of experience
in training & sales technology
solutions for a variety of
industries

Passionate about the learner
experience by creating new
ways to educate and
empower employees



About Unboxed

WHO WE ARE

Our Mission

We exist to help companies develop skills at the pace of change.

Our Values



Respect

Unique strengths and opinions inspire greatness.



Excellence

Demonstrate consistently strong performance.



Simplicity

To be simple is to be great.



Trust

Without trust, we fail.

9x Richmond Top Workplace



We Solve Complex Employee Training Challenges

We have the expertise, content, and technology to adapt to your business needs.



Strategy and Consulting

Assess needs, audit content, and build learning strategy



Custom Training Content

Improve and sustain skills and behaviors



AI-Powered Learning & Skill Building Platform

Spoke®: One place to go for all training, coaching, and practice



Why us?

TRULY INTEGRATED APPROACH FROM SKILL AGILITY EXPERTS

AI COACHING FEEDBACK

..... PERSONALIZED LEARNER JOURNEYS

CONTINUOUS LEARNING
& COACHING

AI POWERED ROLEPLAY



Sales Readiness and Coaching



The average company can expect a return of **7x** the initial investment in coaching.

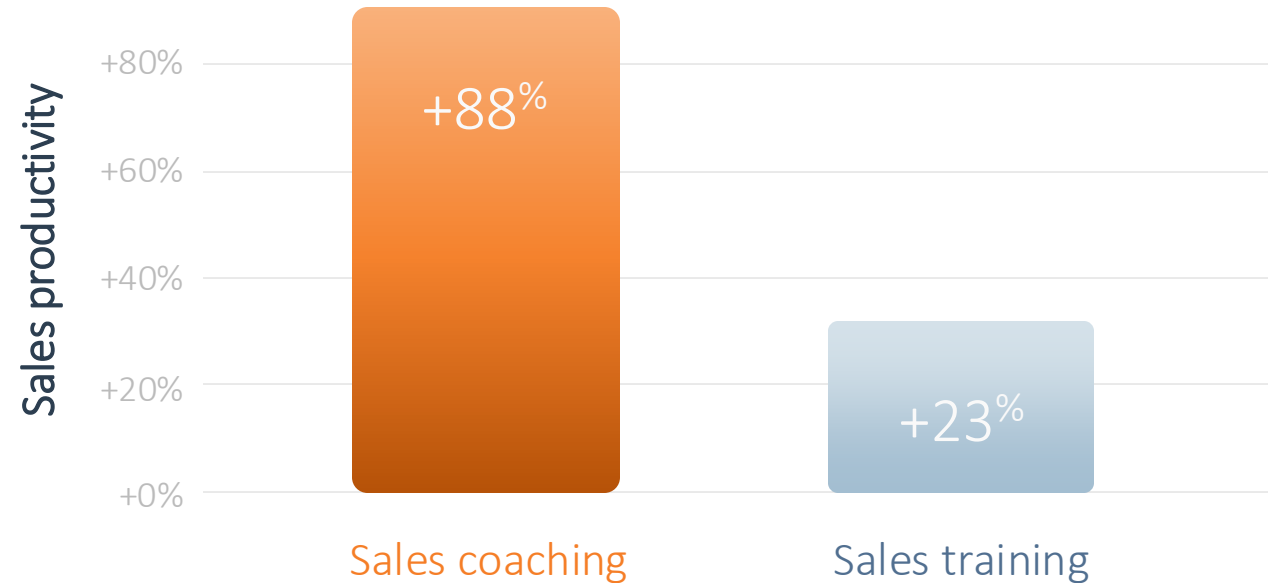
Sales reps who receive just **3 hours** of coaching a month:

- Exceed their goals by **7%**
- Boost revenue by **25%**
- Increase performance by **70%**

Coaching is Critical

The integration of technology in sales coaching provides a more data-centric and **personalized approach** to training that creates a continuous learning culture.

Sales coaching leads to an 88% increase in productivity, compared to 23% from training alone

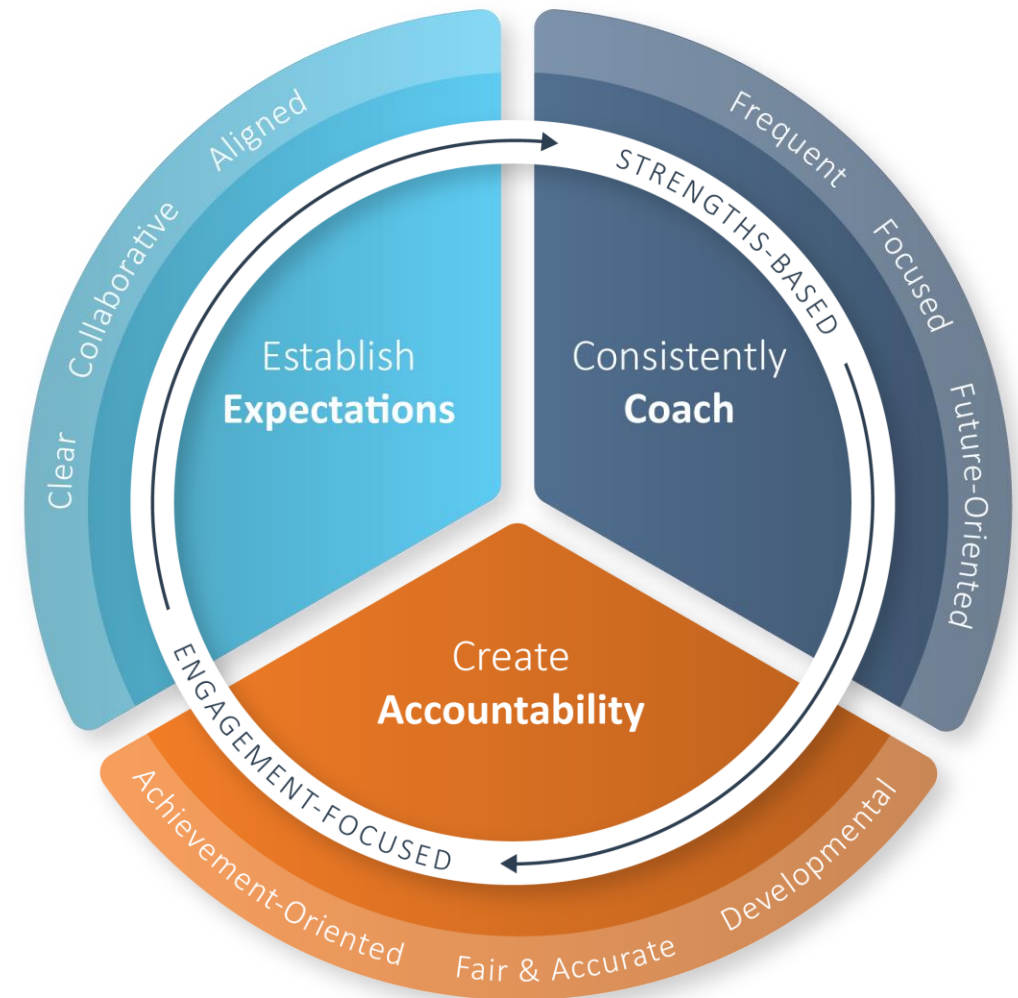


We all know this ...
are we successfully doing it?

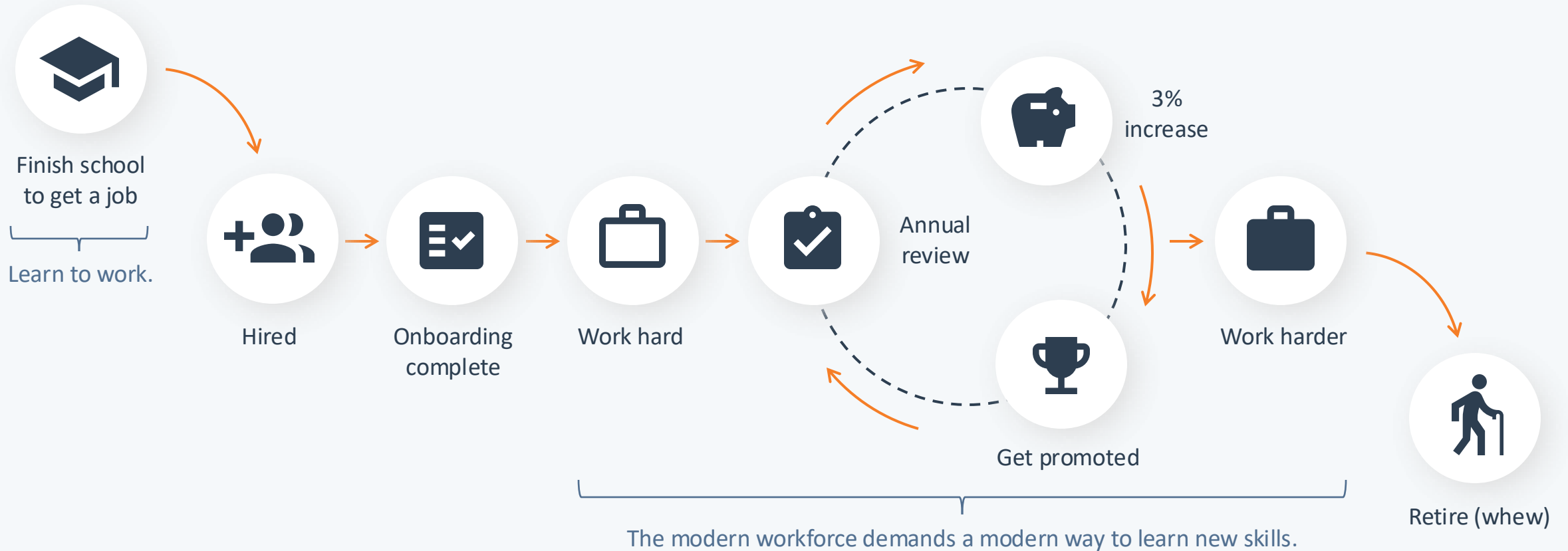


The Components of **GREAT COACHING**

1. Establish Expectations
2. Consistently Coach
3. Create Accountability



The Current Way of Learning *isn't* Working



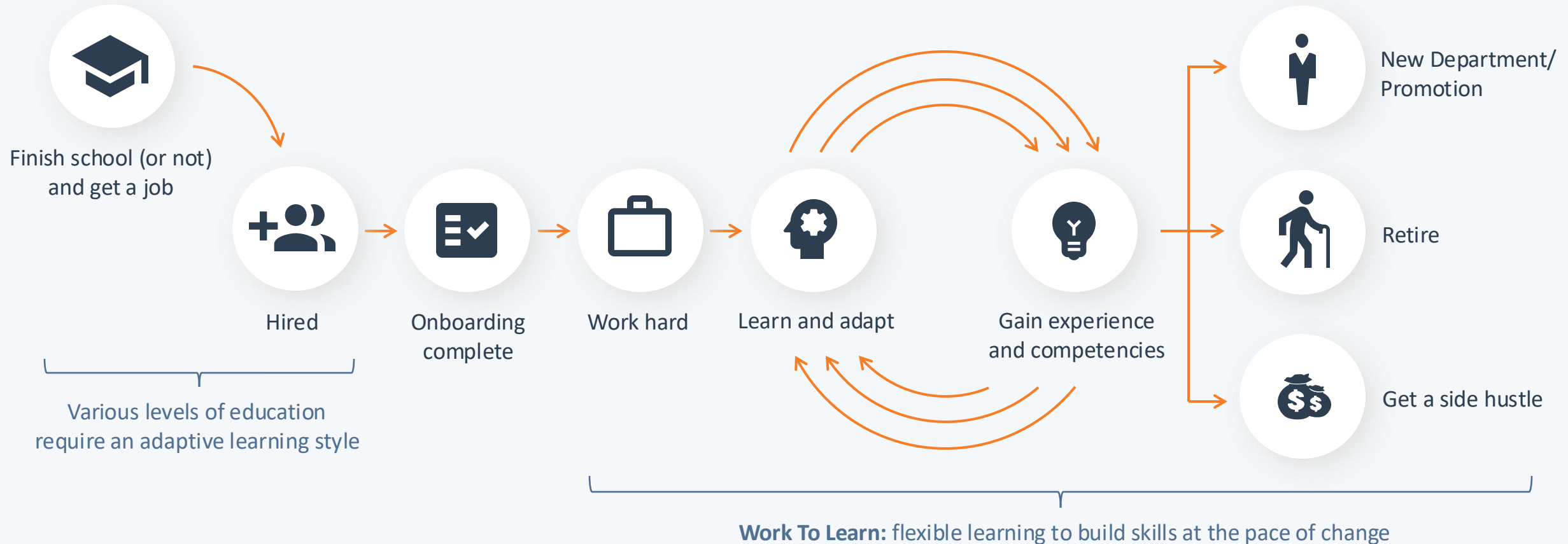
8 out of 10

CEOs say skill shortages threaten their companies' growth

Only 20%

Of workers are confident they have the skills needed for the future

Continuous Learning *is here*



#1 Priority

for employees is learning & career development opportunities

93%

of millennials want lifelong learning

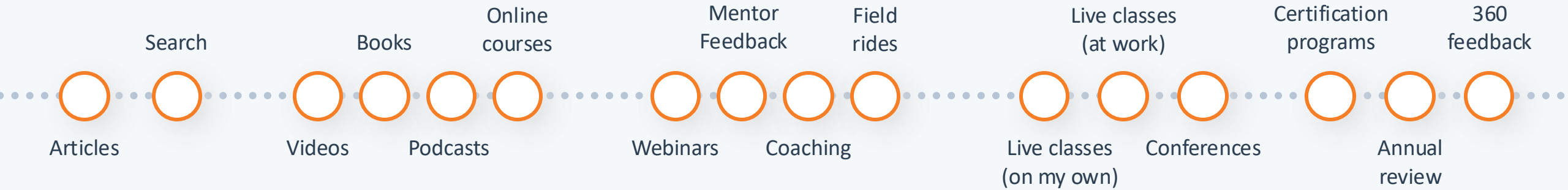
“THE ONLY WAY TO ACHIEVE THE IMPOSSIBLE IS TO BELIEVE IT IS POSSIBLE AND PRACTICE UNTIL IT IS.”

Lewis Carroll
(Alice in Wonderland)



Why a Continuous Learning Culture

FREQUENCY OF LEARNING TODAY



Defining Continuous Learning Culture


TEACH OTHERS




CELEBRATE


PRAISE PROGRESS,
NOT PERFECTION

Getting Started

BLUEPRINT



How will learners progress?
How will we measure success?
How will we deploy the program?

WORKSHOP



How might we close the gaps?
What can the program become?

ANALYSIS



What does sales training look like today?
How do we measure against benchmarks?
What can be reused? Where are the gaps?



Let's talk *results*

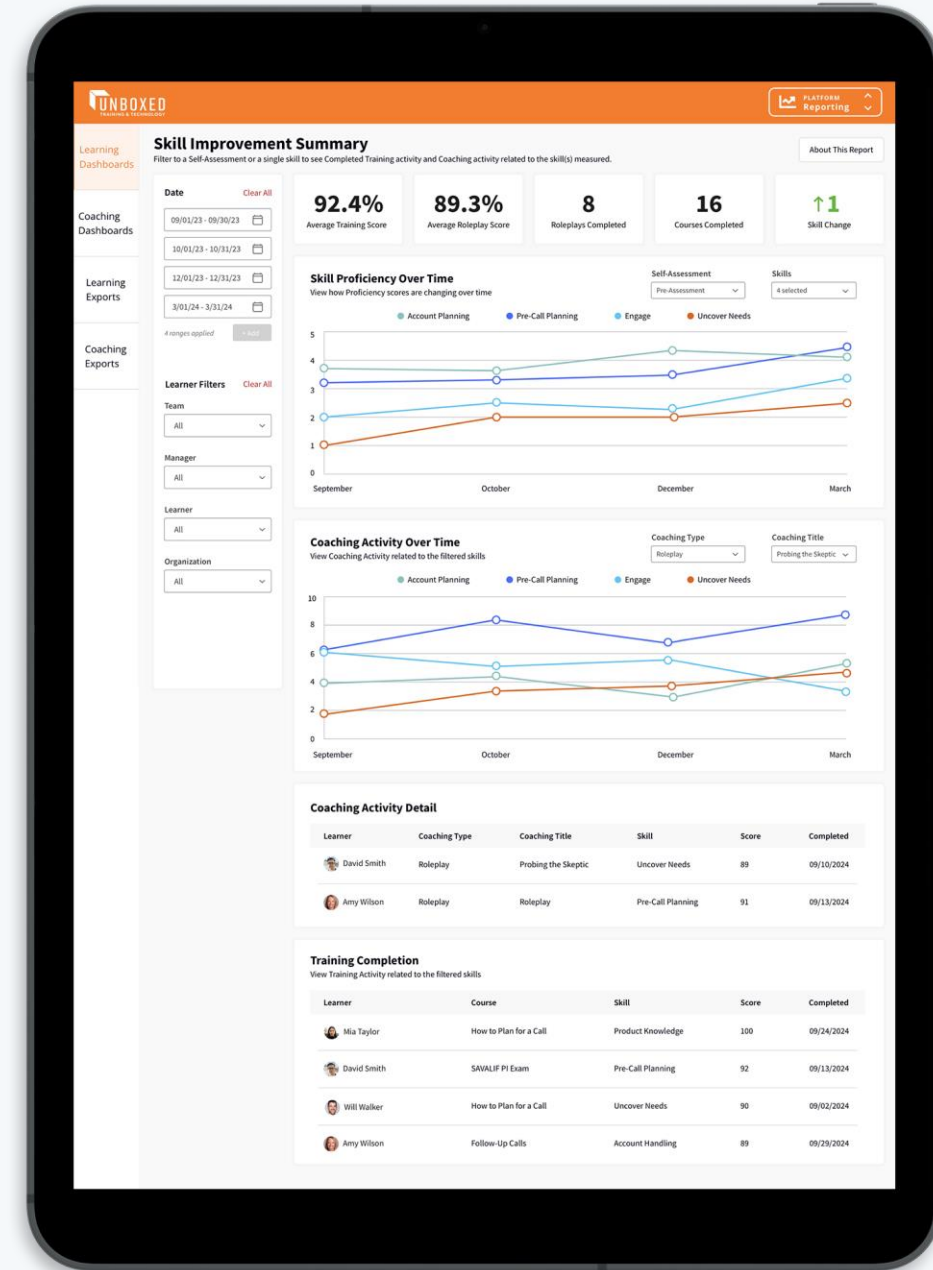


Benchmark Skill Growth

MEASUREMENT MATTERS

Deliver data-informed insights

- Establish metrics and benchmark growth
- Create a holistic view of all engagement touchpoints
- Measure ongoing skill growth



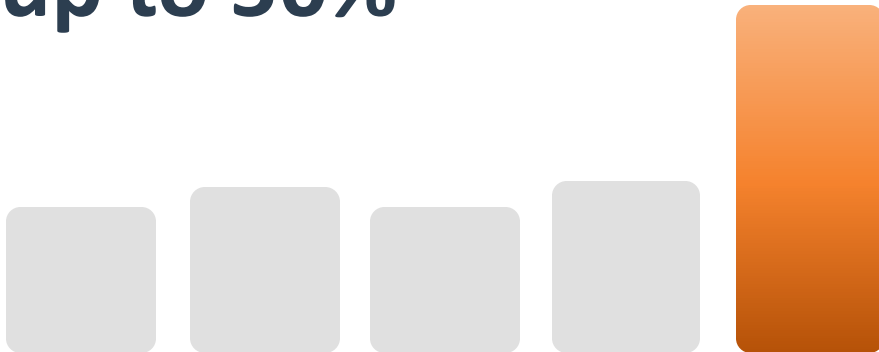
AI That Delivers *IMPACT*

AI TOOLS IMPROVE ENGAGEMENT AND ACCELERATE LEARNING

Adaptive learning tools use AI to personalize the experience for each learner, adjusting content, and pacing in real time according to individual needs.

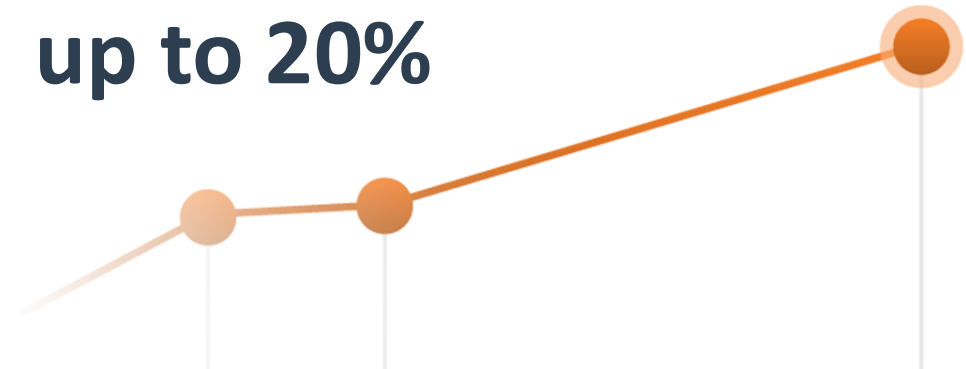
This tailored experience enhances engagement and accelerates learning by

up to 50%



The AI powered tools embedded in Spoke have been shown to improve competency development by

up to 20%



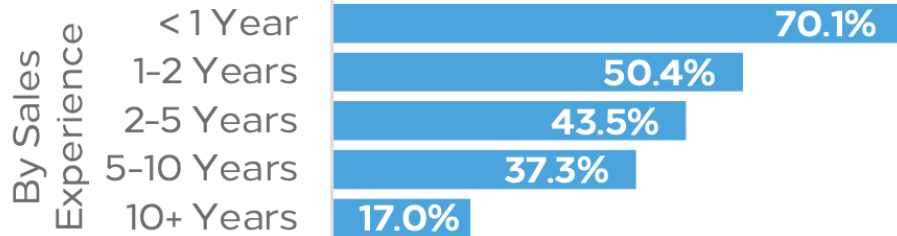
Starting with the End in Mind – *Delivering Results*

SKILL GROWTH

Average skill growth is calculated based on pre-post-assessment scores of learners. TMs with 0-2 years sales experience benefit more significantly than TMs with more sales experience.

FOUNDATIONS

 **55.5%** AVG SKILLS GROWTH



GOAL ACHIEVEMENT

Goals are quarterly objectives assessed by a weighted calculation that quantifies the % of the objective achieved (100% means a TM achieved 100% of their goal). Program learners average a higher weighted goal achievement than non-program learners.

	AVG WEIGHTED ACHIEVEMENT (2022 Q2 – 2023 Q3)*		
	Trained	Baseline	Difference
All SIP TMs	127.8%	126.0%	+1.8 pts
Accounts	127.3%	119.4%	+7.9 pts
Field Sales	127.9%	126.6%	+1.3 pts

 **28%** HIGHER GOAL ACHIEVEMENT FOR ACCOUNT-BASED SELLERS IN Q1

Thank you

connect with us!



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