



CASE STUDY

**Using Practis for 30 days
increased the close rate of 68 reps
from 19.6% to 64%**

At a Glance

About Our Client

- A leading home service company
- Branches nationwide
- Provides residential and commercial services

Challenges

- Substantial performance gap of sales reps within the organization
- Sales reps selling acumen varied greatly leading to inabilities to sell properly
- Easy Pay (EP) payment plan was hard to understand, quick to forget and complicated to explain – resulting in reps not mentioning the plan or explaining it inaccurately

Solutions

- Implemented sales readiness solution – Practis
- Trained sales reps at scale by simulating real-world scenarios
- Provided continuous learning that was accessed immediately and instantly, anywhere around the country



Results

In just 30 days of using Practis, the avg. closing rate of sales reps increased from 19.6% to 64%.

+226%

Easy Pay sales increased in the first 30 days of using Practis

+9,466

Additional Easy Pay customers increased in the first 30 days of using Practis

+44.4%

Close rates increased of sales reps using Practis in the first 30 days

642x ROI

Realized return on investment in the first 30 days of using Practis

Intro



Sales leaders in nearly every industry have a sales performance gap between their top sellers and bottom sellers. The 80/20 rule is a reality for many. 80% of sales are generated by 20% of sales reps. This performance gap can mean hundreds of thousands, tens of millions or more of unrealized revenue left on the table.

To stay competitive in today's marketplace, leaders continue to face growing pains and challenges – finding the time and money to invest in training that will have an immediate impact on revenue.

While it may be tempting to focus on increasing the output of top performers or hiring additional top salespeople, these efforts are generally very costly and less effective. The most impactful way to improve performance and increase revenue is to focus on improving the productivity of the bottom performers. Though this approach may seem counterintuitive and notoriously difficult to implement successfully, it has been proven to deliver an exponential boost in revenue.

Companies today are turning to Practis to bridge the sales performance gap. Investing in a solution that has an immediate impact on revenue with just-in-time learning that provides training for their teams around the world.



Challenges

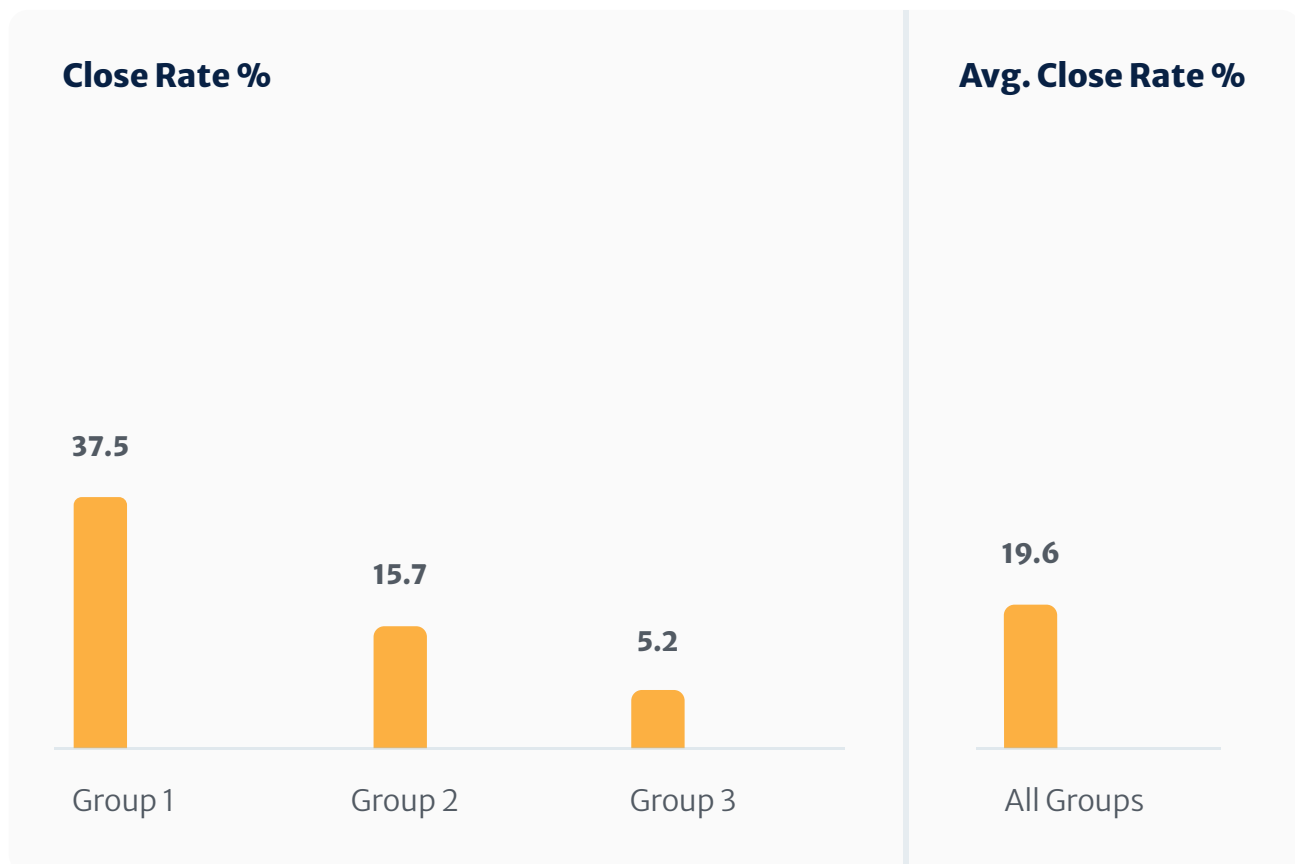


Inconsistent skillsets of front-line reps lead to a steep performance gap.

Our client, a Leading Pest Control Company had 68 sales reps who individually had a closing rate below 50% and a total average closing rate of 19.6%.

These reps were underperforming and having a hard time selling one of the company's payment plans, Easy Pay (EP). This payment plan was hard to understand, quick to forget and complicated to explain – resulting in reps not mentioning the plan or explaining it inaccurately.

■ Before Practis



Solution

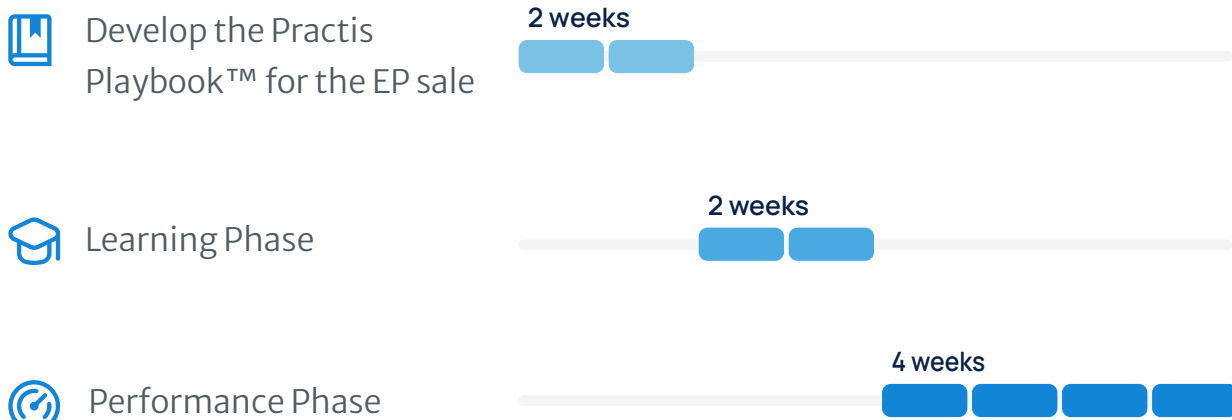


A sales readiness solution that could train reps with virtual roleplay and make an immediate impact on revenue.

The goal of our client was to raise the performance level of the 68 reps who were struggling and bring them more in line with the top sellers who were averaging a close rate of 90.1%. Our client knew they needed a solution that would improve their sales team performance and solve for the inefficient and costly process of traditional training. They needed a solution that would train their reps with virtual roleplay, deliver continuous training, and ultimately, reduce the performance gap.

With Practis, they empowered their reps with access to a multitude of Practis Sets that were short, easily digestible and could be applied immediately into their work. The roleplay scenarios emulated real-world situations they would encounter on a daily basis.

Roadmap to Success



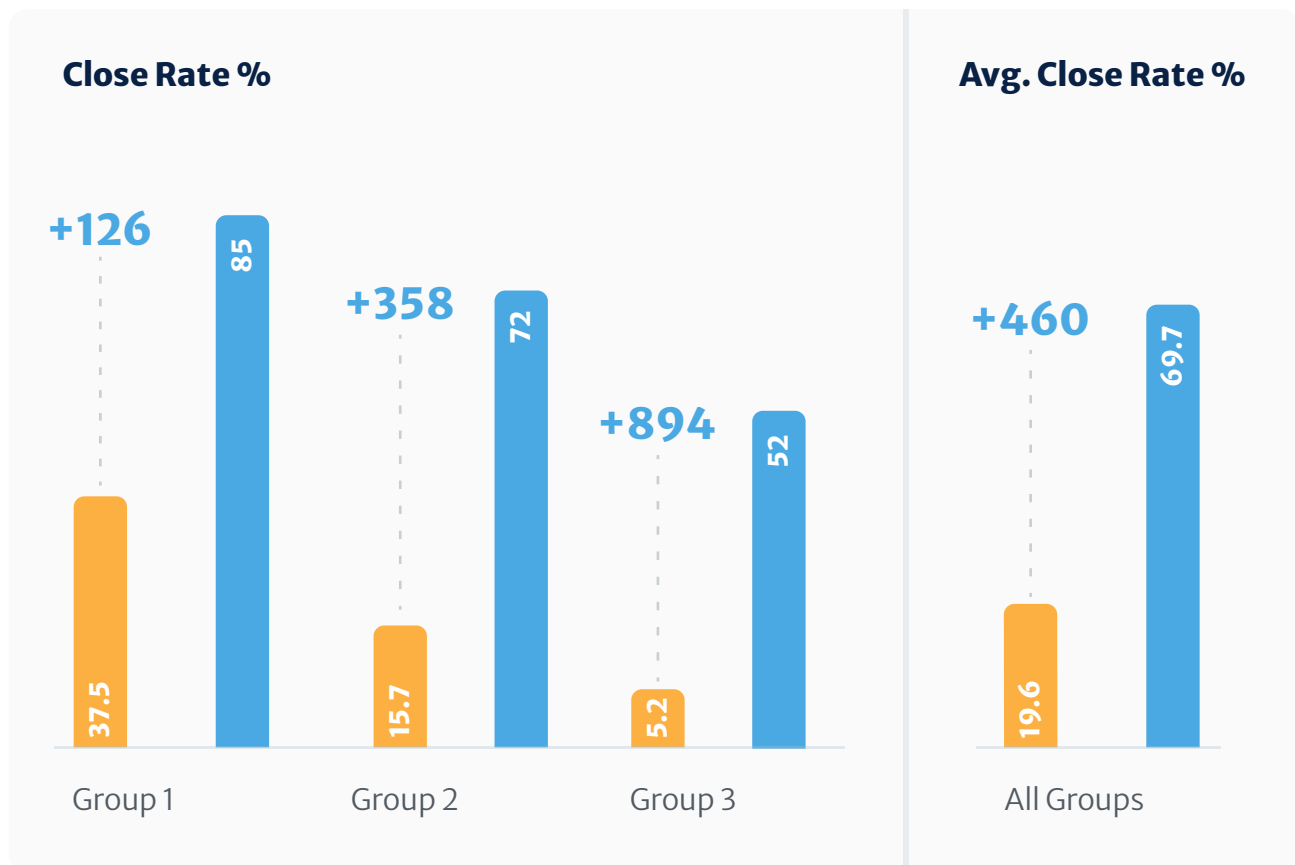
Results



In just 30 days, the average closing rate went from 19.6% to 64%. After 7 months it reached 69.7%.

Our client realized a 642x ROI in the first 30 days of using Practis. The improvement represented in all three groups using Practis was significant, with the biggest improvement in Group 3 (bottom selling group), increasing performance by 894%.

■ **Before Practis** vs. ■ **After Practis (YTD)**





Sales readiness solution for revenue teams

Leaders today are under pressure to find new ways to increase revenue and gain market share. Many of whom have a limited headcount of top salespeople and resources. It's no surprise that this leads to a sales performance gap.

With Practis, organizations are able combat this challenge and drive performance of their sales teams at scale. Working for sales teams around the world, Practis helps reps become sales ready and create an immediate impact on revenue.

Just like most things in life, in order to become good at something, let alone great, you need to practice. In business and in sales, it can be the difference between a deal won or lost. To set your team up for success in record time, all it takes is Practis.



[More About Practis](#)

[Request Demo](#)

sales@practis.ai

We'll be happy to help you and cover the following areas:

- Alignment around your current pain points and goals
- Overview of strategies specific to your company
- Discuss how Practis can help your sales team drive performance

