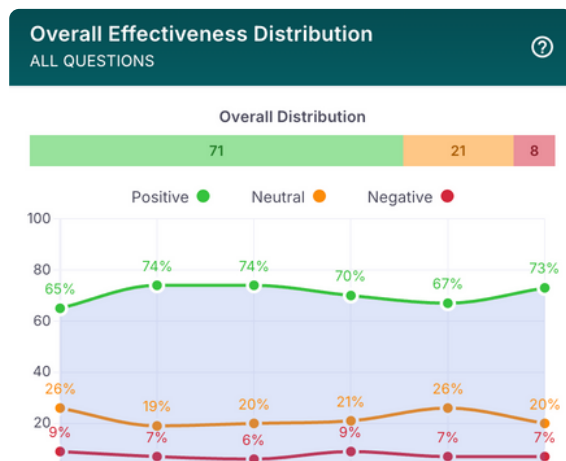


How One Fortune 1000 Financial Services Leader Boosted Sales Team Performance by 30% Using Performativ

Challenge

A large global Fortune 1000 financial services organization developed a new training program for its global sales force to help drive sales and improve the quality of customer experience. Given the strategic nature of the program, the company needed to be able to ensure program impact to these key outcomes. Detailed analysis was needed to ensure that the impact was optimized.



Solution

Analysis of the effectiveness data alone showed program quality and indications of success. However, using Performativ insights based on efficiency and sales data, they were able to determine that those who completed at least half of the pre-work suggested in the program before training were significantly more likely to be successful.

The company took action, improving the process to encourage increased participation and preparation for the training program, offering leaders a tangible way to focus their efforts and drive improvement.

Results

With improved processes and increased leadership engagement, they were able to dramatically optimize the impact of this program on sales results and increased customer experience. Those agents who engaged in the training pre-work suggested by the Performativ insights performed 30% better than their peers who only participated in the training.



**Increased Sales
Team Performance
30%**