

# How Phenom Shortened Enterprise Deal Cycles by 23.7% with an AI-Native Sales Motion

Phenom modernized its global digital sales motion by moving from a legacy enablement platform to an AI-native experience powered by Letter AI. In just five weeks, Phenom migrated thousands of assets and transitioned hundreds of active sales rooms, without disrupting the in-flight pipeline.

With a scalable foundation in place, Phenom standardized deal execution with a milestone-driven process, real-time buyer engagement & visibility, and embedded AI that personalizes the experience across several global regions and teams.

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Letter AI’s Sales Rooms changed the way we run enterprise deals. Buyers have one place to engage, and our reps can see what’s landing in real time, so follow-ups are based on actual engagement, not guesswork. That made our digital motion sharper and more consistent across the team.



**Eric Offner**  
SVP of Enterprise Sales



**~25%**

Faster deal cycles



**100%**

Adoption



**3,000**

Assets migrated in 30 days

## Introduction

Phenom supports a complex, global sales motion spanning multiple geographies, buyer personas, and stakeholders. Consistent messaging and scalable digital experiences are essential. But like many enterprise GTM organizations, Phenom faced a familiar challenge: low adoption of a legacy platform, fragmented sales workflows, and limited visibility into what buyers engaged with after content was shared.

Phenom is an Applied AI Company. The CEO mandates that every department use AI to remove, help, or do low value tasks in the day to day. They wanted a platform where AI capabilities weren’t just “bolted on” but embedded directly into how sellers build, personalize, run, and advance deals.



**Industry:** HR Talent Technology

**Employees:** 1,000+

**Revenue:** \$300m+

**Use Case:**

- High-Volume Hiring
- Candidate Engagement
- Interview Management

# Challenges

Phenom set out to modernize its sales experience without disrupting deal flow. They faced several challenges:

- 1 Low adoption of the legacy platform:** Usage of their Highspot implementation was stranded at 25%, limiting the impact of enablement and creating inconsistent execution across teams.
- 2 Sales rooms couldn't scale to personalized experiences:** Phenom needed buyer-facing sales rooms that could adapt to persona, stage, and context, without becoming a manual maintenance burden.
- 3 Fragmented content operations and tooling:** Content and engagement workflows were spread across multiple tools, creating duplication, staleness, and administrative drag.
- 4 Limited visibility into buyer engagement and next-best actions:** Without clean, consistent engagement signals, sellers lacked real-time insight into what buyers cared about and how to move deals forward efficiently.

## Letter AI Solutions

### AI Powered Sales Rooms

Phenom scaled Sales Rooms across the organization by transitioning 300+ active rooms to a modern, personalized buyer experience, without disrupting active deals. Using Letter AI's streamlined AI sales room builder, teams were able to build beautiful and collaborative experiences for in-progress deals to share content, track key activities, and streamline communication.

- **Built-in AI agent that handles buyer Q&A in the moment.** Instead of waiting on sellers to respond to routine questions over email, buyers can get answers directly in the room, reducing friction and accelerating deal momentum.
- **Rich, personalized Sales Rooms built in minutes.** Phenom standardized on industry-based templates so reps could create buyer-ready rooms quickly, then customize them for each account, without spending hours assembling a one-off experience.
- **Content organized and ready to use.** Automated tagging, descriptions, and metadata make it easier to locate the right content and personalize rooms by product, persona, and stage, without relying on tribal knowledge.
- **Milestone tracking that reinforces deal rigor.** Phenom formalized deal execution with a task tracker tied to their internal revenue framework. Reps align deals to target milestones based on Phenom's historical sales cycle, keeping momentum high without adding overhead, and giving leadership clearer visibility into what's on track.



The task tracker brought discipline to the middle of the funnel. Our reps aren't constantly pushing dates or reinventing the process. Milestones are tied to our proven sales cycle, and everyone knows what needs to happen next. It keeps deals on track without creating more work



**Eric Offner**  
SVP of Enterprise Sales

### Content Migration and Streamlined Content Operations

Phenom migrated 3,000+ content assets in under five weeks through an end-to-end rollout built for enterprise scale. Assets included web pages, videos, case studies, and core GTM materials used across regions and teams. The migration was designed to support a live pipeline, so sellers could keep executing while content and Sales Rooms transitioned in parallel.

- **3,000+ assets migrated quickly, without disrupting active deals.** Content and room experiences transitioned in parallel, so sellers didn't have to pause execution to complete the move.
- **Decentralized publishing, closer to the field.** Managers can create and tailor content for their teams, reducing enablement bottlenecks and keeping updates timely.
- **Multi-language video dubbing and translations at global scale.** One video can now support multiple regions and languages, expanding reach without increasing production workload.



The migration wasn't just moving content. It was modernizing how we manage it. We went from a centralized bottleneck to a model where managers can tailor content for their teams while still keeping things organized and current. That's a huge unlock for enablement at global scale.



**Elizabeth Jaouad**  
Enablement Manager

# Letter AI Solutions Cont'd



Role-play is where we saw real behavior change. We're rolling out a new methodology, and Letter AI let reps practice objections, cold calls, and deal conversations in realistic simulations—so training actually sticks. The surprise was how quickly it expanded beyond sales into customer and partner enablement.



**Elizabeth Jaouad**  
Enablement Manager

## AI Role-Play and Coaching

Phenom used Letter AI's role-play coaching extensively to reinforce a new sales methodology and improve real-world deal execution. Sellers practiced objection handling, cold call scenarios, and "how to phrase it" moments through simulations that mirrored real customer interactions, turning training into continuous reinforcement instead of a one-time event.

What surprised the team most was how widely the capability spread beyond its initial target audience. Role-play expanded from core sales enablement into customer enablement and partner enablement as teams found new ways to use structured practice and coaching at scale.

- **Objection-handling simulations to build confidence in high-stakes moments.** Reps practiced responding to common pushback (timing, budget, competing priorities, "we're already using X") and learned to stay on-message without escalating every question to leadership or enablement.
- **Cold call simulations to sharpen openers, discovery, and next steps.** Sellers rehearsed how to start conversations, ask better questions, and handle early resistance, so outreach improved without relying on ad hoc coaching or shadowing.
- **Methodology reinforcement to apply the new sales approach consistently in live deals.** Phenom used role-play to translate training into execution, helping reps practice how to qualify, position value, and advance deals using their blended methodology.

## Real Impact

### Faster Deal Cycles

Phenom accelerated deal cycles by 23.7% using AI-powered sales rooms, driven by clearer buyer engagement visibility, Path to Value task rigor, and reduced manual effort across the sales process.

### Universal Adoption

Phenom moved from low usage on a legacy platform to near-universal adoption by embedding AI guidance directly into seller workflows—making Letter AI the default place to execute digital selling.

### Streamlined Content Ops

By consolidating tools and decentralizing content creation, Phenom reduced enablement bottlenecks while improving seller efficiency and keeping content fresher across teams.

## Like what you see?

Reach out for a personalized demo of Letter AI and learn how you can deliver similar impact for your revenue teams.

Contact us at [hello@letter.ai](mailto:hello@letter.ai) or at [letter.ai/request-a-demo](https://letter.ai/request-a-demo)