

Moving at the Speed of the Business

In a hyper-growth environment, speed matters. At our scale, the ability to launch, adapt, and equip sellers quickly has a direct impact on our ability to execute against revenue goals and keep pace with the market.

That's where Letter AI has made an immediate difference. We stood up core LMS and CMS functionality in a single day, giving our team a connected foundation we could begin building on right away.

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LetterAI lets us build and launch enablement programs globally without adding manual work behind each one. New-rep ramp time has dropped more than 30%, reps find what they need in seconds instead of digging through disconnected systems, and after our first product certification, close rates on that product jumped nearly 9% the next quarter. That's a level of connection between enablement and revenue we couldn't see before.

Olivia Ciferri

GTM Enablement Manager



30% decrease

In ramp time for new reps



9% close rate increase

Following our first product certification



Faster access to knowledge

Reps can surface the right content in seconds

One Connected Foundation for Seller Readiness

Before Letter AI, our enablement stack was fragmented. Content lived across five different repositories, reps spent too much time searching for what they needed, and managers lacked consistent data to understand where coaching could have the greatest impact.

Letter AI brought those workflows together into a more connected experience for both sellers and managers.

Since implementation, we've seen a meaningful shift:

- **30%+ faster ramp:** New-rep ramp time decreased by more than 30%.
- **Faster access to knowledge:** Reps can surface the right content in seconds through an intuitive experience, spending less time searching and more time engaging customers.

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Instead of operating across disconnected systems, our teams now have a more unified foundation for learning, content, coaching, and readiness.

Shipping Readiness as Fast as the Business Changes

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As a remote-first company with a globally distributed workforce, our enablement programs need to move as quickly as the business does.

Always-on practice

AI-powered role-play gives every rep an on-demand practice partner, allowing sellers to build proficiency in realistic scenarios on their own schedule and in their own time zone.

Global programs launched in parallel

Localization allows us to deliver content across the native languages of our distributed workforce at the same time, reducing translation delays and the additional resources typically required for global launches.

For our Enablement team, that means we can respond faster to new products, messaging, and go-to-market priorities without significantly increasing the amount of manual work behind each program.

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Connecting Readiness to Revenue

One of the biggest changes for us has been moving beyond measuring whether training was simply completed.

- ✓ **With Letter AI, we have greater visibility** into whether sellers are actually building the skills and readiness needed to perform in the field and how those programs are associated with business outcomes.
- ✓ **Product training and certification are no longer just activities to complete;** they are part of how we prepare sellers to execute more effectively in live opportunities.
- ✓ **For the first time, we also have an organization-wide view of skills and proficiency.** We can see where teams are strong, identify readiness gaps, and focus enablement resources where they can have the greatest impact on seller performance and pipeline.

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*Following our first product certification, **close rates** for that product **increased nearly 9%** in the subsequent quarter. That kind of visibility changes how we think about enablement.*

A Partner Built for Our Pace

What differentiates Letter AI is not just the platform—it's the team's ability to operate at the speed of our business.

As our go-to-market strategy evolves, the Letter AI team works alongside us to translate new requirements into solutions quickly. Whether we are changing priorities, launching a new motion, or iterating on an existing program, they are able to adapt with us rather than forcing us into a rigid process.

That agility extends to the platform itself. The administrative experience allows our Enablement team to build and iterate on sophisticated certifications in days rather than weeks.

For us, Letter AI feels less like another vendor in the stack and more like an extension of our team. They help us ship readiness faster, operate more efficiently, and connect our work more clearly to revenue performance.

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 or at letter.ai/request-a-demo