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## 2025 TSIA STAR Awards | Verizon Velocity Selling: AI Sales Innovator of the Year

### Introduction and Overview

Verizon Business proudly presents Verizon Velocity Selling (VVS), a groundbreaking AI-powered sales methodology and platform that is redefining the future of field sales at Verizon. VVS demonstrates the transformative power of AI and data, empowering our sales teams to deliver exceptional service while driving efficiency at scale. This platform has transformed the sales motion at Verizon, reshaping operations, boosting customer understanding, and driving internal efficiencies. By integrating AI across all sales workflows, VVS enhances the human touch for Verizon sellers, allowing them to focus on what they do best: building relationships and delivering value. The result? A game-changing combination of technology and talent that's positioning Verizon as a leader in AI innovation for sales excellence.

### The Business Challenge and Our AI-Driven Vision

Verizon Business was created in 2019 to better support the evolving purchasing patterns of buyers in Small & Medium Businesses, Enterprises, Public Sector Agencies and Wholesellers. Today, Verizon Business is a \$30 billion business unit serving 1.7M business and public sector customers, including 99% of the Fortune 500.

As our customers increasingly turn to technology to stay connected and streamline operations, their needs have evolved. And so have ours. Initially, traditional sales methods were placing a heavy cognitive burden on our sellers, forcing them to navigate fragmented systems and endure the inefficiencies of the “swivel chair effect” as they pivoted between platforms. With digital transformation accelerating at an unprecedented pace for both our customers and ourselves, we recognized that the way we engage with customers must transform just as rapidly.

Our vision, guided by John Sweller's Cognitive Load Theory, was to adopt AI as a direct solution to inform the development of sales tools, backed by extensive data analysis:

- **Automating Knowledge:** Adopting AI-powered tools like infobots and account summarization to provide instant, data-driven insights, enabling faster, more accurate problem-solving for our sellers.
- **Minimizing the Extraneous Load:** Integrating AI-generated customized messaging and guidance to reduce the effort involved in tailoring customer correspondence, while eliminating wasted steps and the “swivel chair effect.”
- **“Chunking and Scaffolding:”** Using predictive AI and machine learning to provide step-by-step guidance through in-call prompts, account summarization, and “next best action” predictions, all of which guide our sellers through conversations and account planning processes in ways that save time and ensure they have essential information, quickly.

This AI adoption into the VVS platform is fundamentally transforming how our sales teams work, moving from reactive and burdened interactions to proactive and intelligently-guided conversations.

### Innovation & Creativity: The AI-Powered VVS Ecosystem

Verizon Velocity Selling was launched to bring our vision to life. When we talk about VVS internally, we often refer to it in three categories: the art, the science, and the magic.

- **The Art:** We make VVS special for our customers by leveraging value engineering to align Verizon products with our customers' key business drivers. We use an opportunity scoring methodology underpinned by AI tools to align with our customer's challenges and ambitions. This approach empowers our sellers to co-create tailored value plans that connect Verizon solutions to meaningful customer outcomes.
- **The Science:** AI-powered analytics that act like a personal trainer for our sellers and leaders, bringing together Verizon's Artemis account intelligence platform – integrating close to 40 major customer intelligence data sources – with automated recommendations and alerts. This frees up time for high-value customer interactions.

- **The Magic:** The modernized tech stack eliminates the "swivel chair effect" between different selling tools by integrating AI and machine learning into Verizon's CRM, reducing cognitive load on our sellers and improving speed to revenue.

All three of these categories take the bold step of leveraging AI, allowing us to completely rethink traditional sales methodologies by deeply integrating insights across the tech stack.

### **Execution and Implementation: Strategy, Challenges, and Internal Transformation**

Initially, a staged rollout was planned to allow each of the Verizon Business sales organizations to adopt VVS at their own pace. But as the rollout progressed, we learned that our sellers were not the only individuals requiring training. Our sales leaders needed to learn how to lead differently in the new, AI-augmented environment of VVS. So a full capstone resource was added to the rollout to provide a complementary experience for them.

Overcoming challenges like these required a strong strategy and equally strong implementation, which ultimately led to a profound internal transformation at Verizon:

- **Strategic Implementation & Internal Transformation:** Our Commercial Operations Team transformed into a dedicated Field Sales Operations Team in 2022. This internal reorganization focused on eliminating the previously-mentioned "swivel chair effect" through seamless integration and the use of AI-powered tools like Artemis that are now integrated into a "single pane of glass" view, streamlining decision making for our sales team.
- **Challenges & Overcoming Them:** We tackled data quality and integration of legacy systems with new AI platforms through data standardization and agile development. Internal support teams partnered with platform owners on the implementation, and adoption was fostered by training, clear communication on cognitive load reduction, and a "VVS Pit Crew," creating a cultural shift towards AI.

### **Impact and Results: Clear, Data-Backed Outcomes**

For Verizon, the strategic integration of AI into our selling platforms through VVS has revolutionized the sales process, empowering our teams and unlocking never-before-seen levels of productivity, customer satisfaction, and business growth. And the journey has just begun.

- **Increased Productivity:** In our first year, VVS reduced the cognitive load on our sellers and increased sales productivity by 20%. As we continue to further enhance the AI-assisted tools available to our sellers, those who are using the tools to score opportunities are approximately 24% more likely to win the opportunity when compared to non-scored opportunities, and have reduced the time to close by 31 days.
- **Improved Customer Satisfaction:** At the same time, we saw gains in customer retention. Verizon demonstrates a better knowledge of our customers' businesses, which makes it easier for them to see how our solutions align with their goals and improves their experience with Verizon.
- **Business Growth:** Verizon's AI-augmented processes have also contributed to a lift in our Verizon Business customer experience index, a strong indicator of positive business growth due to impact on increased customer retention, reduced churn, and anticipated long-term impacts on higher customer lifetime value.

### **Summary: Why Verizon Velocity Selling Stands Apart**

Verizon Velocity Selling (VVS) is more than just AI; it's a fundamental transformation of our field sales operations from the inside out, addressing a clear business challenge with a holistic, human-centered approach to AI integration. VVS involved a strategic internal restructuring and fostered a cultural shift towards AI adoption, embedding AI as an essential part of our operations. VVS revolutionized Verizon's sales strategy by blending the art of selling, the science of predictive revenue analytics, and the magic of AI and automation – delivering gains in employee experience, customer experience, and revenue growth.

Verizon Velocity Selling is setting a new standard for how AI can drive transformative change that benefits employees, customers, and the bottom line. By combining intelligent design, data-driven insights, and human ingenuity – all fueled by AI – VVS is redefining what sales excellence looks like in our digital era.





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