

Quantified



 **OpenLending**

Case Study

OpenLending Overcomes Challenging
Conversations for FinTech Sales

Industry

Financial Services

Number of Employees

150 (20 trained)

Solution

AI Sales Simulator and Coaching

Headline Stats:



The Challenge

Sellers at OpenLending, a tech-enabled lending platform, were facing new questions and objections from their prospects. Interest rates had risen in the industry, increasing competitive dynamics and creating challenging conversations that required a higher skill level for reps to navigate successfully.

Greg Tolmachoff, Vice President of Sales Operations at OpenLending, needed his sellers to improve their presentation skills to better move opportunities through the sales cycle. They needed a way to practice handling objections while staying on message and providing accurate guidance to their prospects.

This can be difficult in any environment, but Lending Officers for auto dealerships – OpenLending's target customers – operate under immense pressure and are not an easy sell.

Greg knew roleplay was the best way to prepare sales reps and give them the mastery they needed in the field. But sales managers lacked the time and capacity to effectively roleplay with every seller on the team. Even if they could find the time, Greg knew roleplay between sales reps and managers was rarely as rigorous as he needed it to be to deliver the performance improvements required.

The Solution

After evaluating various potential solutions, Greg chose Quantified to create a solution that would be both quick and rigorous in training the sales team for these new questions. Quantified designed multiple Chief Lending Officer personas so sellers could roleplay an assortment of interactions. Each interaction included various questions and objections, frequently updated to reflect what was happening in selling conversations and the lending environment.

The Quantified solution provided:

- A safe space for reps to practice
- Coaching insights and performance analytics for managers
- The expectation of consistent roleplay

“Quantified provides a realistic sales presentation experience. It allows our sales representatives to present and answer real questions they will encounter from our prospects. It has improved opportunity progression through the sales cycle by 13.97% in the first 4 months after deploying Quantified.



– Greg Tolmachoff, VP of Sales Operations at OpenLending

Quantified Results:

The Quantified solution met the objective of upskilling the reps through dedicated practice and other benefits.

- ✓ **All sellers trained on the platform in one day**
- ✓ **11 attempts per user, providing more rigor than in-person roleplay**
- ✓ **13.97% improvement in sales cycle progression**

Overcoming Challenging Conversations

All sales teams struggle with challenging conversations, but conversations about financial products are uniquely high-stakes and can be even more difficult. Regardless of industry, equipping your reps to navigate these conversations successfully drives sales results. Frequent practice with objective feedback and coaching is the key to success, and that's exactly what Quantified's Sales Simulator delivered for OpenLending.

Learn more at www.quantified.ai

Get a Simulator Demo



Scan the code and learn how to transform training, coaching, onboarding, and certification programs

Or visit quantified.ai/demo-request