

# How Pitch Avatar accelerates SDR onboarding and speeds up sales of new products

Case studies

Sales enablement

Customer success

## Key results



### ONBOARDING EFFICIENCY

Onboarding time for new SDRs is reduced by 75%



### COST-EFFICIENCY

Expenses on training materials reduced by 50%



### PRODUCT COMPETENCE

SDRs become proficient in new products 50% faster






### AUTOMATED TRAINING

Includes progress tracking and knowledge control


## Challenges


- ★ Limited time for personalized product demos and training
- ★ Onboarding delays due to extensive product knowledge requirement
- ★ Costs related to recording and updating video tutorials and guides
- ★ Expenses for translating product content into multiple languages
- ★ Supporting remote employees is tough and scheduling training sessions across different regions is difficult
- ★ Sales leaders are overwhelmed by training duties answering numerous questions
- ★ Teams struggle to sell unfamiliar products confidently
- ★ Loss of leads due to communication delays


## How Pitch Avatar solves these challenges


-  **Upload product presentations once,** and Pitch Avatar provides on-demand interactive sessions answering common questions in real-time. This allows new salespeople to learn at their own pace ensuring faster onboarding.
-  **Effortless delivery of interactive presentations** regardless of location with live Q&A features.
-  **Use Pitch Avatar to translate and adapt product presentations** into multiple languages easily.




 **Real-time engagement analytics** help track learning progress and ensure every remote employee stays aligned with goals.

 **Save money on professional media production** with Avatar and voiceovers. Training and selling without time zone restrictions.

 **Access automated training presentations** that explain unfamiliar products with an avatar speaking on your behalf.

 **Reduce trainer overload** & improve sales engagement.

 **Salespeople access materials whenever they need** ensuring no delays in onboarding or learning.

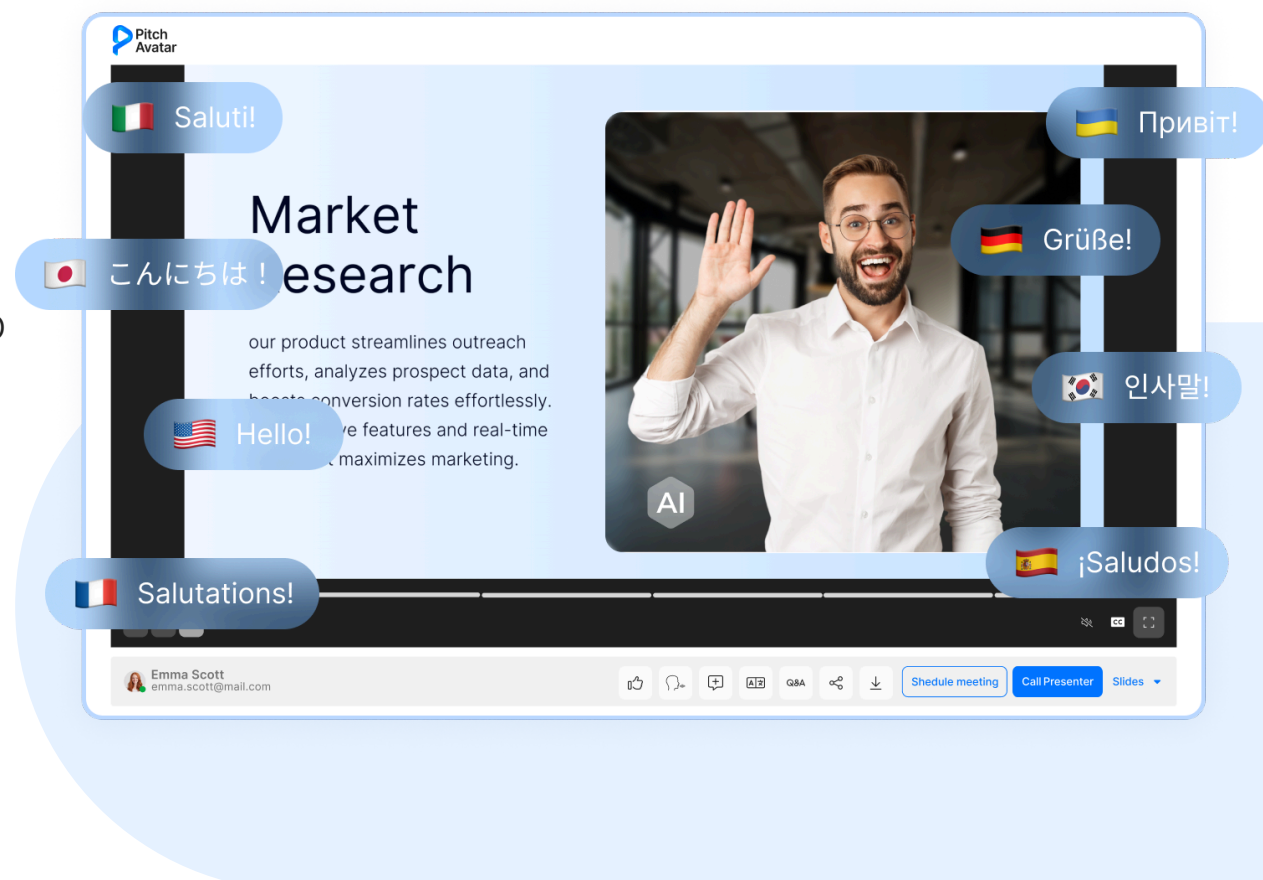
 **Real-time analytics** enable teams to respond faster to leads and close deals efficiently.

## Use cases of Pitch Avatar for Softprom

### Faster brand launch

Pitch Avatar enables Softprom's team to **sell new products immediately with interactive presentations.**

Salespeople can quickly upload and share presentations using the mobile or web app allowing them to learn and present confidently from day one even without prior product knowledge.



### Instant selling and quick product discovery

Partners review 50 products in 15 minutes using Pitch Avatar's catalog, easily identifying opportunities and sending personalized links to clients for instant engagement.

### Personalized product demo and training

New hires can quickly access concise product pitches through personalized links allowing them to grasp the product's value and key selling points without waiting for scheduled training. This speeds up product launches and enables sales teams to engage clients immediately.

Additionally, new salespeople can easily communicate with the presenter through the **chat** window or connect directly using the **Call presenter** or **Schedule meeting** buttons.

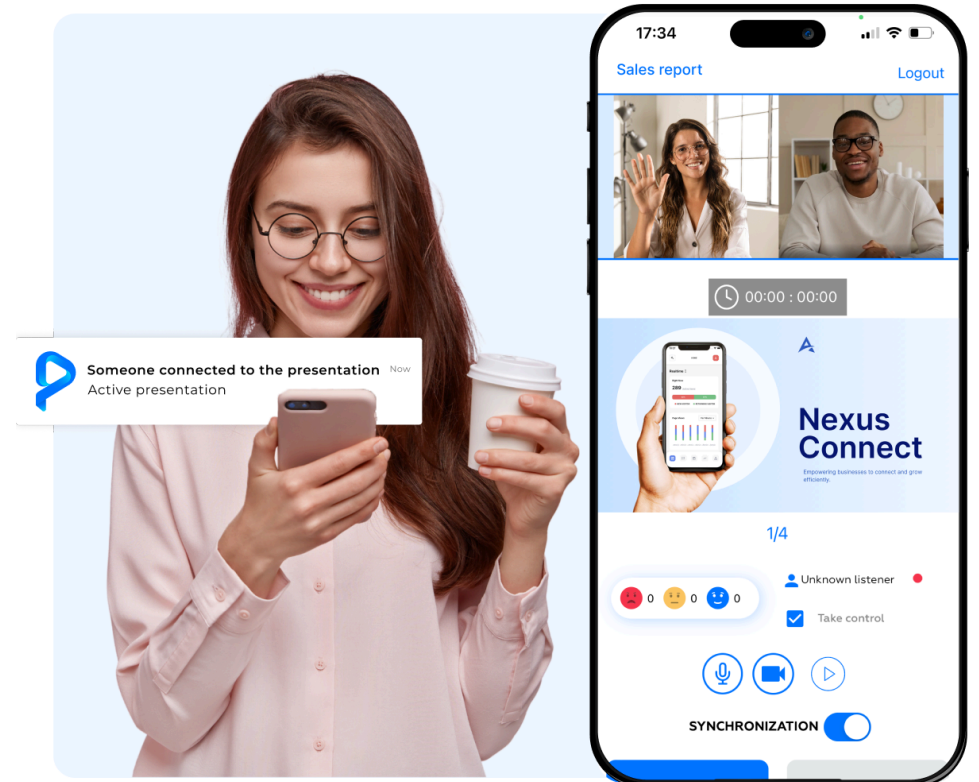
## Reduced operational costs

Pitch Avatar enables Softprom to **cut costs associated with localization, media production, and content updates**. Rather than investing in expensive training videos or hosting in-person sessions, Softprom can **quickly and easily translate and adapt product presentations into multiple languages**, transforming text into localized voiceovers in **over 140 languages**.

## Improved sales experience

With **automated support and real-time notifications**, Pitch Avatar ensures the sales team stays motivated and focused on results.

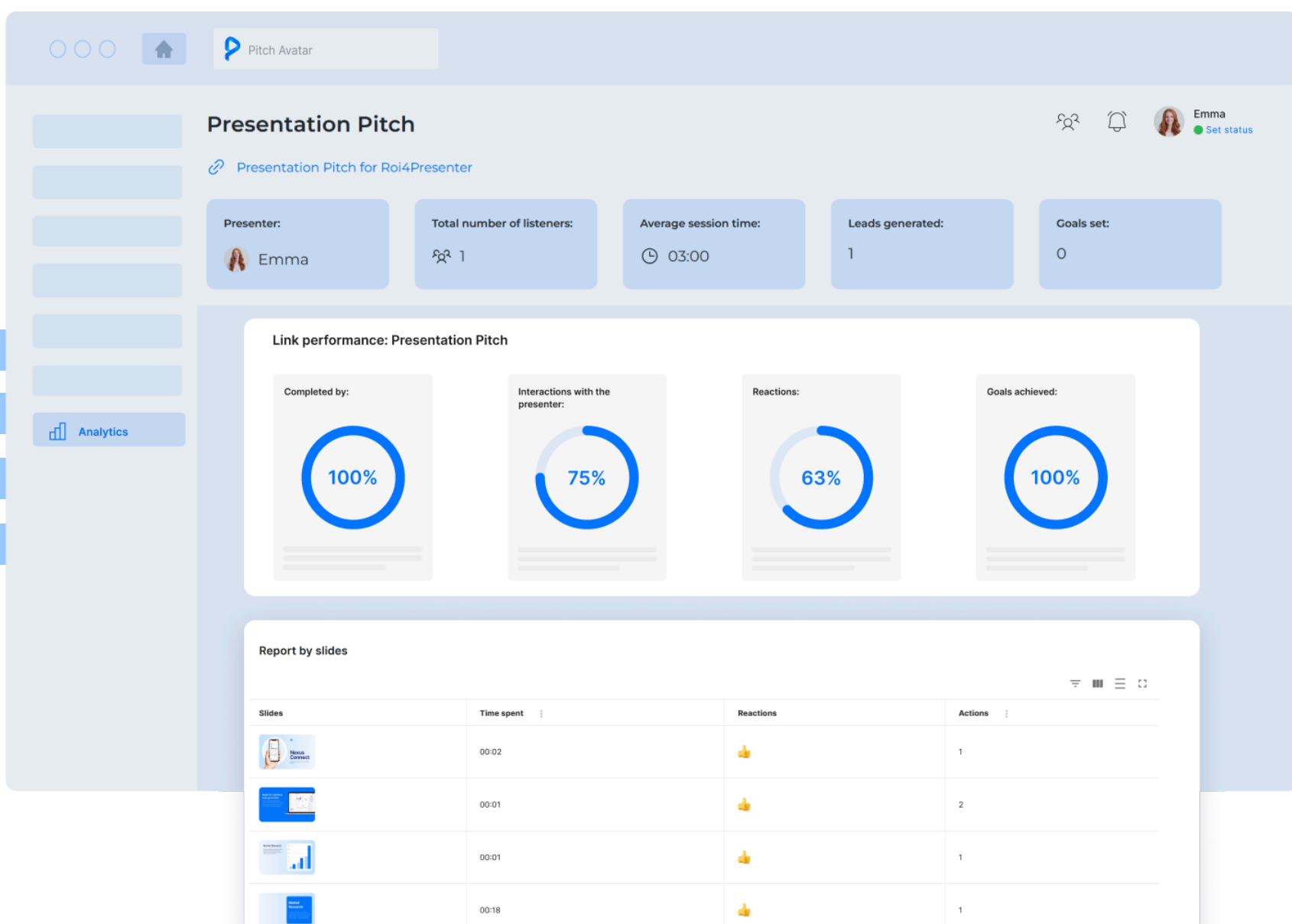
When a client opens a presentation, salespeople **receive an instant notification on their smartphones**. This allows them to join promptly and answer questions immediately.



## Real-time reports on clients' performance and sales team

Pitch Avatar provides **real-time reports on both client engagement and sales team performance**. All data regarding what visitors listened to and which presentations they watched is meticulously recorded in the system and integrated with the CRM.

This comprehensive tracking allows managers to generate reports that detail the **effectiveness of presentations and the overall engagement levels of salespeople**. With this information, Softprom can identify top performers, understand client interests, and refine their sales strategies accordingly.



## Lead generation and new customers

Pitch Avatar facilitates **lead generation** by allowing salespeople to **capture client data directly within presentations**. As potential clients interact with the slides, they can enter their information, which is then **automatically saved in the CRM** alongside any questions they ask and the duration of their engagement with each slide.

This integration makes it easier to collect leads and keeps all important data accessible allowing the sales team to follow up efficiently. By using this feature, Softprom can **turn more leads into customers**, improving their sales pipeline with less effort.

*“ By implementing Pitch Avatar, our department revolutionizes the onboarding process for SDRs, ensuring that new hires are fully equipped to engage with products swiftly and efficiently, resulting in a 50% reduction in training time. ”*

**Andrey Degtyarenko,**

Director of Applied and Cloud Solutions Department

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