

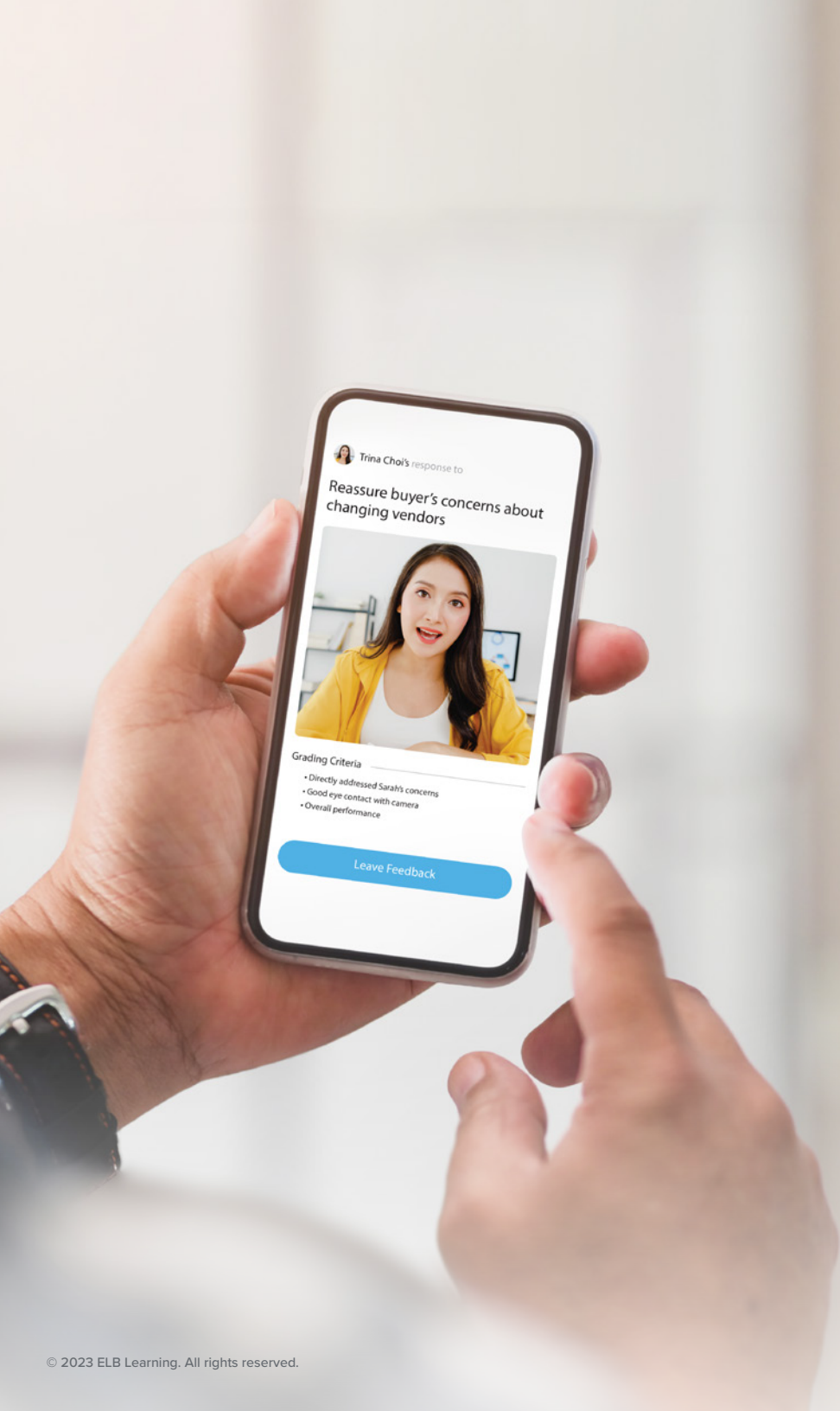


Rehearsal

Use Cases

VIDEO/AUDIO-BASED PRACTICE & COACHING





Contents

This document contains the most common use cases that our customers have implemented using Rehearsal. If you have a new or unique use case we would love to hear about it.

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Company Messaging

Use Rehearsal to ensure every individual within the company can articulate a consistent message.

CHALLENGE

Many organizations are realizing that their employees do not always deliver consistent messaging when it comes to the company pitch, value proposition, or go-to market messaging. This inconsistency leads to internal confusion, misrepresentation externally, and even lost opportunities.

APPROACH

Create company-wide programs with specific scenarios to practice and refine the company messaging. Enable marketing, subject matter experts (SMEs), and managers to provide feedback ensuring a consistent and polished message delivery.

BENEFITS

- ▶ Ensure clear, consistent company-wide messaging
- ▶ Increased employee confidence in delivering company messaging
- ▶ External view of company becomes elevated in the market

APPLICATIONS

- ▶ Company Pitch
- ▶ Company Value Proposition
- ▶ Company Go-to-Market Messaging
- ▶ Company Public Earnings
- ▶ Company Position on Public Issue
- ▶ Company Organizational Change
- ▶ Company Acquisition
- ▶ Company Goals

INDUSTRY EXAMPLE

A technology and manufacturing conglomerate sought to ensure their employees could speak accurately to what their complex organization does. They use Rehearsal to provide a safe place for practice, resulting in consistent messaging.

Leadership Development

Use Rehearsal to cultivate and elevate all levels of your leaders across the company.

CHALLENGE

Becoming a leader within a company doesn't inherently come with knowledge about how to deal with all situations. Unfortunately, many companies only provide basic leadership training and leave leadership development to on-the-job "trial by fire."

APPROACH

Create leadership programs that provide scenarios to help leaders practice and hone their leadership skills before situations arise. Leverage seasoned leaders as mentors to provide a diverse range of coaching and feedback perspectives.

BENEFITS

- ▶ Reduce the dependency and reliance on direct management
- ▶ Shorten the ramp-up time for managers to lead their teams effectively
- ▶ Provide a place to practice crucial situations
- ▶ Increase your leaders' confidence in dealing with situations

APPLICATIONS

- ▶ New Manager Training
- ▶ Crucial Conversations
- ▶ Situational Leadership
- ▶ Performance Review Delivery
- ▶ Diversity and Inclusion Training
- ▶ Messaging

INDUSTRY EXAMPLE

A business and leadership coaching company uses Rehearsal with clients to develop leadership skills in handling difficult, sensitive business, and personnel conversations.

Knowledge & Skill Assessments

Use Rehearsal to get a baseline understanding of a team's current knowledge level and capability.

CHALLENGE

Many leaders and managers assume that they have a full understanding of their team's current knowledge and skill level. The reality is that actual capabilities are often well below current expectations.

APPROACH

Create simple scenarios that will allow you to directly observe and assess the current capabilities of teams and individuals. Use Hotseat scenarios for a one-time attempt. The prompt can be as simple as "You receive a call from your colleague asking about [...] How do you respond?"

BENEFITS

- ▶ Obtain a true view of your team's current knowledge and capabilities
- ▶ Identify specific skills and knowledge components that may be lacking
- ▶ Surface top individuals who can mentor and coach others
- ▶ Identify which individuals need more practice and coaching

APPLICATIONS

- ▶ Solutions, Services, and Products
- ▶ Company Messaging
- ▶ Storytelling

INDUSTRY EXAMPLE

A widely-recognized animal health company needed to develop sales skills with stronger product knowledge, while guaranteeing compliance in their highly regulated industry. They utilized Rehearsal to establish a baseline and use the platform for continued skills development.



Sales Enablement

Use Rehearsal to practice sales-specific skills that will make a direct impact on revenue.

CHALLENGE

Organizations spend a lot of time training their team on sales methodologies and processes. Unfortunately, most of the training is focused on knowledge and doesn't translate into behavior change and results.

APPROACH

Create role-play scenarios within Rehearsal that focus on specific skills and induce the desired behavior change. Identify areas of the sales process, such as objection handling or ROI evidence, that will provide the most impact on revenue.

BENEFITS

- ▶ Sales individuals practice in a safe environment as opposed to practicing with customers
- ▶ Coaches can directly observe performance, identify potential areas for improvement, and provide pinpoint guidance
- ▶ Identify best practices and share them to the Leaderboard for collaboration
- ▶ Provide motivation through recognition
- ▶ Cultivate a culture of continuous improvement

APPLICATIONS

- ▶ Solutions, Services, or Product Pitches
- ▶ Objection Handling
- ▶ Case Study, Evidence, or ROI Details
- ▶ Demo Delivery
- ▶ QBR/Business Reviews
- ▶ Best Practices
- ▶ Contract Negotiations

INDUSTRY EXAMPLE

An online automotive information resource company needed to drive sales lift for an under-performing product offered to dealership networks. They use Rehearsal to coach and better connect with field reps to sales leadership, greatly increasing sales skills. Their first application of Rehearsal quickly achieved a 102% increase in sales.

Product / Solution Messaging

Use Rehearsal to practice the delivery of messaging for your products, solutions, or portfolio.

CHALLENGE

Most organizations have a plethora of solutions, services, or products that their teams need to understand and be able to discuss with their customers. Unfortunately, teams typically practice directly with customers and skew or even misrepresent information as they have yet to perfect their messaging.

APPROACH

Create Rehearsal scenarios around specific solutions, services, or products with clear guidelines on how your messaging is expected to be delivered. Engage subject matter experts (SMEs) to coach and mentor participants in order to help them refine their delivery.

BENEFITS

- ▶ Effectively roll out new solutions, services, or products and ensure the messaging is accurate
- ▶ Participants get coaching and guidance from subject matter experts to improve the accuracy of their messaging producing gains in personal confidence and credibility with current and prospective customers alike
- ▶ Evolve and refine messaging as you receive feedback from the field
- ▶ Effectively bring new team members up to speed with sharing of best practices

APPLICATIONS

- ▶ Solution, Service, or Product Value Pitch
- ▶ Common Objection Handling
- ▶ Case Study, Evidence, or ROI Details
- ▶ Demo Delivery
- ▶ Competitor Comparisons
- ▶ New Feature or Capability Overviews
- ▶ Pricing Options and Variations

INDUSTRY EXAMPLE

A Fortune 500 company strengthened the skills of their retail sales teams with Rehearsal. The addition of video-based practice and coaching in their training yielded a 71% increase in orders, equating to \$1.39M in additional revenue. This result produced an outstanding 749% ROI.

Storytelling

Use Rehearsal to help your teams tell effective stories when engaging customers.

CHALLENGE

When communicating with customers, many people still push too much information without real context. This results in dry pitches, a laundry list of product benefits, and ultimately a less than engaged customer or prospect.

APPROACH

Create a program where your teams practice telling stories that spark interest and engage their audience. Promote the best stories to the Leaderboard or post them in Channels to help others learn.

BENEFITS

- ▶ Practicing stories helps to develop long-term storytelling abilities
- ▶ Stories help customers visualize your solutions in the context of their operations
- ▶ Stories help customers retain information and take action
- ▶ Sharing stories among team members helps elevate a team's overall capabilities

APPLICATIONS

- ▶ Challenge and Solution Stories
- ▶ Use Case Stories
- ▶ Product Benefit Stories
- ▶ Old-way vs. New-way Stories
- ▶ Introduction Stories
- ▶ Company History Stories

INDUSTRY EXAMPLE

A multinational professional services company uses Rehearsal to practice storytelling. They believe storytelling is not a skill you can just read and master, you have to practice to get better.

Certifications

Use Rehearsal to certify your teams, ensuring they have mastered the skills necessary to perform.

CHALLENGE

Too often, certifications focus all their attention on knowledge versus the actual application or delivery. This results in people who can't effectively perform. Historically, knowledge has been easier to assess than skill.

APPROACH

Create certification scenarios to test outcomes. Use Hotseat scenarios to provide a one-shot attempt that can then be evaluated, or a Screen Recording scenario for certifying usage of applications or digital assets. Rehearsal can also be used to conduct baseline assessment and showcase effectiveness post-certification.

BENEFITS

- ▶ Provides visual and auditory confirmation that the skill can be effectively demonstrated
- ▶ Gain the ability to efficiently assess demonstration of skill
- ▶ Improves knowledge retention by requiring that it be put to use in an authentic scenario
- ▶ Elevates the value of certification by adding an additional dimension of skill testing

APPLICATIONS

- ▶ Solutions, Services, or Product Certifications
- ▶ Sales Methodology Certifications
- ▶ Process Change Certifications
- ▶ New Hire Certifications
- ▶ System Certifications
- ▶ Call Center Certifications

INDUSTRY EXAMPLE

A leading insurance company utilizes Rehearsal to certify that agents are ready to perform. They must pass a series of video role-play scenarios in order to sell insurance policies.



Mentor & Coach Readiness

Use Rehearsal to ensure mentors and coaches are prepared to provide effective feedback to their teams.

CHALLENGE

The common assumption when using managers or subject matter experts as mentors or coaches is that they are good at giving feedback. Unfortunately, this is far from reality and ultimately undermines development programs due to lack of quality feedback or the missed opportunity to help a participant improve.

APPROACH

Create a Mentor/Coach readiness program for your managers and SMEs. This program can either be focused on general mentoring skills or more targeted toward a specific program they will be directly mentoring in Rehearsal.

BENEFITS

- ▶ Build personal, team and organizational awareness of effective mentoring techniques
- ▶ Identify key development opportunities in mentoring
- ▶ Provides a low-risk environment to practice and improve mentoring skills
- ▶ Elevate the overall confidence level of mentors across your organization
- ▶ Improved mentoring directly impacts outcomes of all development programs

APPLICATIONS

- ▶ Mentor and Coach Assessments
- ▶ General Mentoring Skills
- ▶ Program Specific Mentoring Skills
- ▶ Leadership Development Programs

INDUSTRY EXAMPLE

An online automotive information resource company was able to develop the coaching skills of their area and regional sales managers. They have experienced increased sales revenue and have been able to replace the obligatory ride-along with focused coaching activities that drive real results.

Customer Service & Support

Use Rehearsal to elevate your customer service team's communication and customer engagement skills.

CHALLENGE

Organizations spend a lot of time training their customer service and support teams on processes and customer engagement. This training is often static, focused on information, and doesn't translate into behavior change. This leaves representatives practicing and refining during live customer calls.

APPROACH

Create scenarios that set up key situations for your representatives to react and respond. These scenarios can be prompted as role-plays, with the set up video recorded in-character as a hypothetical customer, or simply informational with context of what information they have been provided by the customer.

BENEFITS

- ▶ Builds awareness of each representative's skill level when dealing with specific situations
- ▶ Provides a low-risk environment to practice and improve customer engagement skills
- ▶ Elevates overall confidence level of the representatives
- ▶ Accelerates new hire ramp up and skill development
- ▶ Identify and share best practices across teams for collaborative development

APPLICATIONS

- ▶ Support Call Qualification
- ▶ Critical Information Gathering
- ▶ Customer Issue Resolution
- ▶ Issue Escalations
- ▶ Irate Customer Handling
- ▶ Support System Processes

INDUSTRY EXAMPLE

A consulting and training company was recruited to develop the skillset of customer service teams in the health insurance space. These teams often face sensitive conversations where empathy must be shown while dealing with complex and technical information. They continue to experience substantial increases in customer feedback scores.

Customer Success

Use Rehearsal to elevate customer relationship and engagement skills.

CHALLENGE

The customer success function is still evolving and is new to many organizations. Many individuals filling customer success positions are coming from other roles within the organization and unfortunately, customer success teams often do not receive specific training related to the new role or how they should engage customers.

APPROACH

Create programs and scenarios that set up specific situations for your customer success teams to work through. These scenarios can be prompted as role-plays, with the set up video recorded in-character as a hypothetical customer, or simply informational with context of what information they have been provided by the customer.

BENEFITS

- ▶ Builds awareness of each customer success representative's skill level
- ▶ Provides a safe place to practice and improve customer engagement skills
- ▶ Elevates the overall confidence level of the team in managing their customers.
- ▶ Emphasize practice of revenue generating skills (upsell, cross-sell, expansion, and renewal)
- ▶ Identify and share best practices across teams for collaborative development

APPLICATIONS

- ▶ Kickoff or Onboarding Meetings
- ▶ System Processes
- ▶ Product Demos
- ▶ New Feature Discussions/Demos
- ▶ Cross-sell/Upsell Conversations
- ▶ Renewal Conversations
- ▶ NPS Score Follow-up

INDUSTRY EXAMPLE

An enterprise software provider utilizes Rehearsal to up-skill customer service associates to expand their customer success team, ensuring a flawless customer experience, and greatly improving retention due to development opportunities.



New Hire Onboarding

Use Rehearsal to accelerate new hire onboarding from core messaging to role-specific skills.

CHALLENGE

Organizations typically have an established onboarding process for new hires that involves going through course material and then completing a test of their knowledge. There is rarely a focus on practicing key messaging and skills before dealing with actual customer situations.

APPROACH

Create and integrate specific scenarios around the company's core messaging, policies, and role-specific skills into your new hire programs. Target both general onboarding as well as department/role-specific programs. Engage multiple areas of the company to assist with mentoring new hires to give diverse perspectives and feedback.

BENEFITS

- ▶ Extends training beyond the classroom to ensure development beyond initial onboarding
- ▶ Ensures the most important messaging and skills are developed early for success
- ▶ Accelerates new hire ramp up and skill development from day one
- ▶ Establishes a culture of practice for all employees

APPLICATIONS

- ▶ Introductions
- ▶ Company Messaging/Values
- ▶ Company Goals
- ▶ Company Solutions, Services, and Products
- ▶ System Verification

INDUSTRY EXAMPLE

A leading payroll and human resources company uses Rehearsal to accelerate onboarding of new sales hires. As a result, they have increased employee retention from the 55th percentile to the 95th percentile and continue to experience lasting impact from training with Rehearsal.

System / Process Verification (Screen Recorder)

Use Rehearsal to verify that teams or individuals can use company systems and processes effectively.

CHALLENGE

Many organizations do not have a way to verify effective use of their systems and technology. Often, the training consists of how-to articles and peer-to-peer help. This often results in improper or ineffective use and sometimes bad data.

APPROACH

Create scenarios where learners record their screens. Individuals can then capture their actions and navigation within systems. This will allow visibility to exactly how they are using the systems and enable coaches to provide feedback and improve usage.

BENEFITS

- ▶ Gain visual awareness of how systems are being used by teams
- ▶ Verify proper procedures, data inputs, and interpretation
- ▶ Build user confidence in using systems and following processes
- ▶ Uncover best practices or tips and tricks to be shared
- ▶ Identify potential gaps in training materials and processes

APPLICATIONS

- ▶ Sales Systems and Processes
- ▶ Customer Success Systems and Processes
- ▶ Customer Support Systems and Processes
- ▶ Issue Resolution
- ▶ Reading Customer Reports/Dashboards
- ▶ Account Setup and Configuration
- ▶ Data Entry Verification

INDUSTRY EXAMPLE

A healthcare company focused on chronic kidney disease utilizes Rehearsal's screen recording capabilities to ensure reps are using their proprietary mobile app proficiently. Learners record their screens to demonstrate effective use of their mobile systems in a compliant manner utilizing Rehearsal.

Effective Presentation Skills

Use Rehearsal to practice and develop effective presentation skills.

CHALLENGE

Presentation skills are some of the most crucial skills in personal and professional development, however many organizations do not have programs for delivering effective presentations. Organizations that do have these programs typically offer them as live, multi-day classroom events, which come with a substantial cost.

APPROACH

Create presentation scenarios that provide an opportunity to practice effective presentation skills. This allows mentors to provide feedback directly to the participant in a safe environment. Scenarios can either be set up for a specific PowerPoint slide deck, or as a screen capture for capturing custom presentations.

BENEFITS

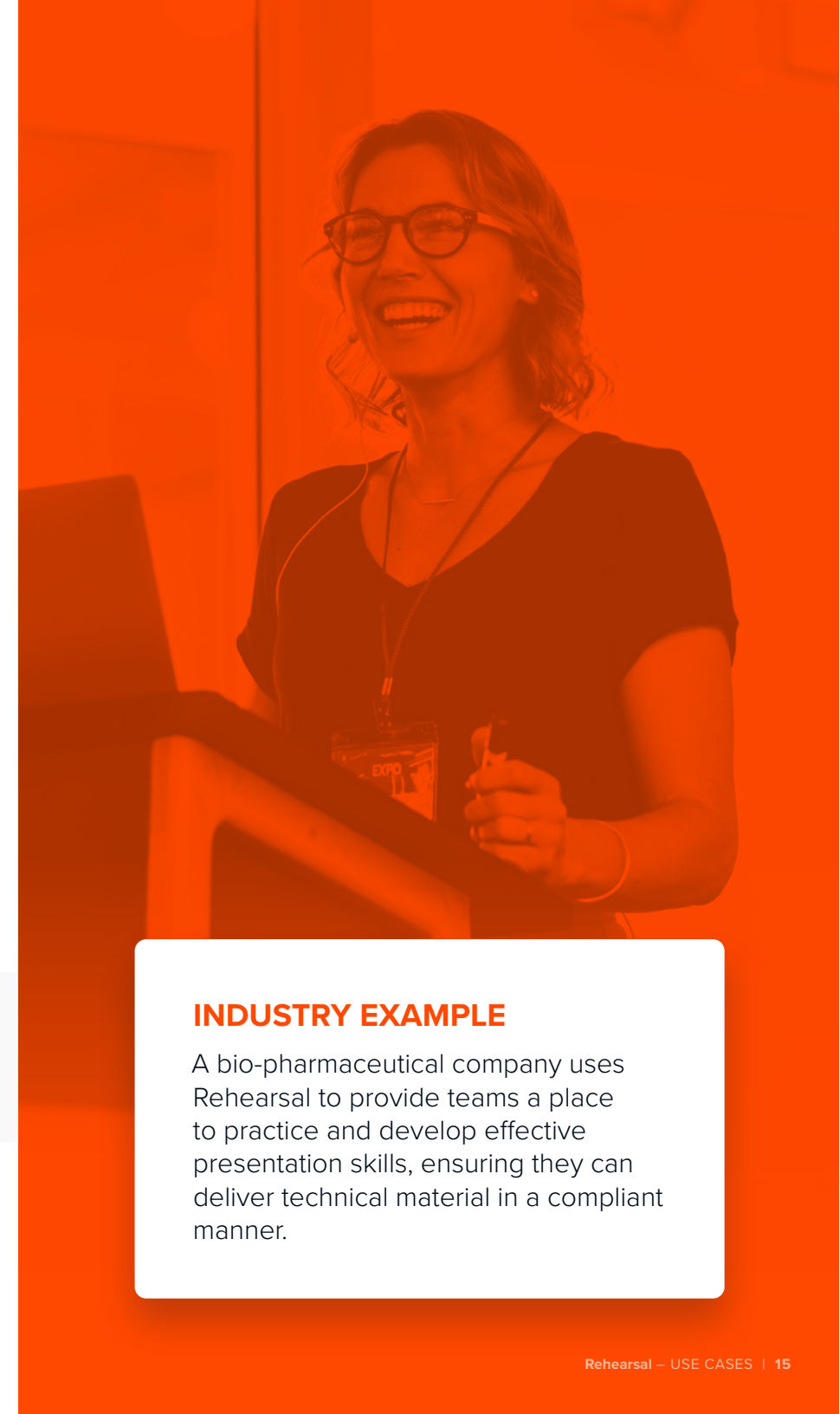
- ▶ Provides a safe environment to practice presentations multiple times before submitting for review
- ▶ Allows mentors to review presentations and provide direct one-on-one coaching and feedback
- ▶ Helps build confidence in presentation abilities
- ▶ Creates an effective way to practice for upcoming speaking engagements

APPLICATIONS

- ▶ Effective Presentation Training
- ▶ Speaking Engagement Preparation
- ▶ Annual Meeting Presentation Reviews
- ▶ Solutions, Services, or Product Pitches
- ▶ QBR/Business Reviews
- ▶ Demo Delivery
- ▶ Case Study, Evidence, or ROI Details

INDUSTRY EXAMPLE

A bio-pharmaceutical company uses Rehearsal to provide teams a place to practice and develop effective presentation skills, ensuring they can deliver technical material in a compliant manner.



Contests & Gamification

Use Rehearsal to gamify skill development with contests that generate excitement and engagement.

CHALLENGE

Training sessions and activities many times are met with resistance and a lack of enthusiasm. This is due to the heavy workload most people are dealing with. Training is typically forgotten just as quick as it came, leading to a lack of retention and limited effectiveness.

APPROACH

Organize Rehearsal programs and scenarios to include friendly competition. We have seen many customers organize small pitch contests as well as large team competitions which promote inter-team collaboration. Leaderboards and Channels can be used to showcase the best examples and create a best practices library.

BENEFITS

- ▶ Generates excitement around practice programs and scenarios
- ▶ Drives program participation and creates a sense of recognition
- ▶ Promotes retention and effectiveness of practice topics
- ▶ Establishes a sense of community and bonding across the organization

APPLICATIONS

- ▶ Sales Pitch Contests
- ▶ New Product Launch Contests
- ▶ Storytelling Contests
- ▶ Best Use Case Contests
- ▶ New Hire Contests

INDUSTRY EXAMPLE

A medical device sales organization uses Rehearsal for weekly sales pitch contests with the best performances shared to the Leaderboard. As a result, the organization has seen increased revenue generation.

One-On-One Coaching

Use Rehearsal to work directly with an individual to hone a specific skill.

CHALLENGE

Opportunities for improvement don't always come in the form of formal training programs. On a daily basis managers observe their direct reports' behaviors in real-life situations whether it is during a call, meeting, or ride-along. Unfortunately, many managers don't take the time or effort to coach, if they do, they provide basic corrective feedback.

APPROACH

Use Rehearsal to create a one-on-one development environment where an individual can work on improving skills with feedback and guidance. You can create scenarios in preparation for an upcoming customer conversation, or presentation, or opportunity.

BENEFITS

- ▶ Coach an individual to help improve soft skills or correct an observed behavior
- ▶ Work directly with an individual on preparation for a customer engagement or meeting
- ▶ Shows direct reports a commitment to their personal and professional development
- ▶ Strengthens rapport between managers and reports

APPLICATIONS

- ▶ Ride-along Follow-up
- ▶ Meeting Preparation or Follow-up
- ▶ Observed Behavior Follow-up
- ▶ Performance Plan Assistance

INDUSTRY EXAMPLE

Rehearsal allows a large construction supply company to individualize sales skills training. This creates a tailored approach to learning and has increased skills, improved retention, and strengthened relationships between sales reps and sales management.