**Espressive!**

Exceptional employee experiences

**Improve New Hire Productivity**

**Increase Selling time**

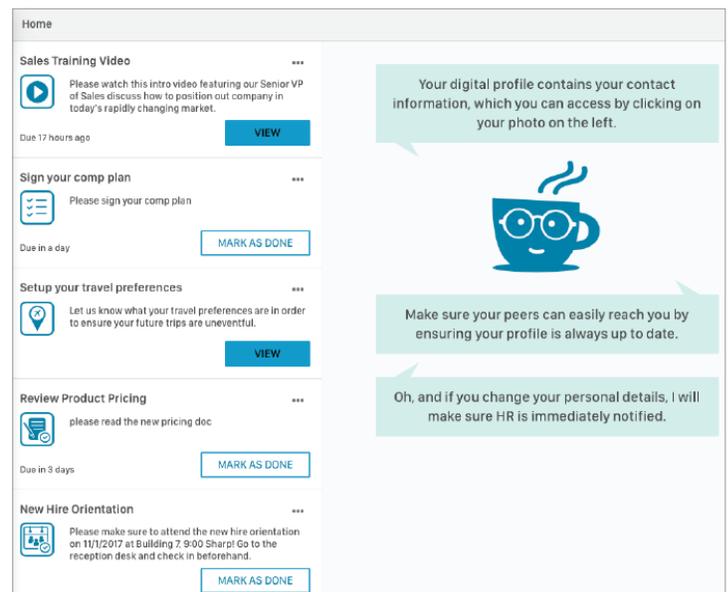**Gain Sales Operations Efficiency**

# Barista for Sales

Barista, our AI-based virtual support agent (VSA), redefines how employees get help across the enterprise, including sales. In sales, productivity is everything. Top executives argue that cutting the time new reps spend on closing their first deal is the number one obstacle holding back their sales. Once productive, research shows reps spend, on average, 31% of their time looking for collateral and getting their questions answered, costing organizations millions in lost revenue. This has led many organizations to embark on expensive sales education campaigns that have not been effective, and with results that have been hard to measure.

## Improve New Hire Productivity

**2.5%** of total business revenues are lost due to low productivity and ramp up time related to new hire training.

In addition to ensuring your sales team has access to their hardware and software the moment they walk through the door, Barista also helps you to automate the sales enablement process. With Barista, your sales managers can track their staff's onboarding progress, ensuring they address problems early on and minimize ramp time.

# Increase Selling Time

## 64% of a sales person's time is consumed by non-selling activities, and that has a significant impact on the company's bottom line.
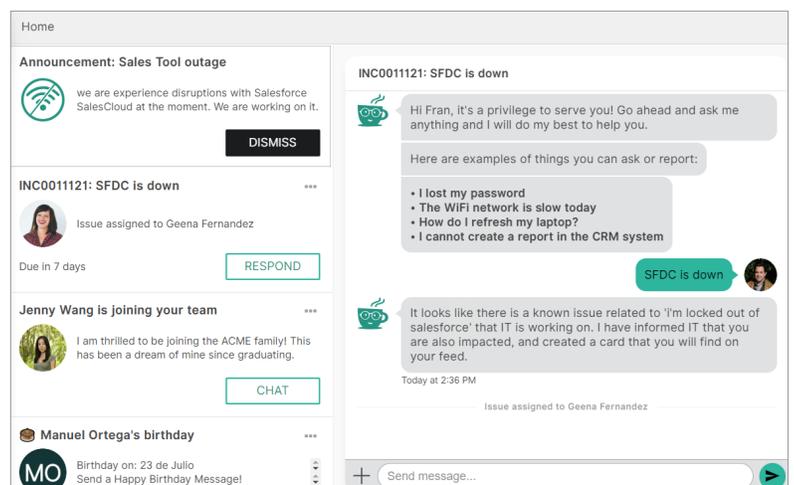
Instead of wasting time with portals and chatbots, Barista provides sales people with answers to questions (e.g., "Where are the competitive battle cards?"), proactively notifies them of important events (e.g., "There is a new accreditation program that must be completed in 30 days"), and helps guide them through complex processes with ease (e.g., getting approval on a discount). That means sales people get to focus on selling versus searching.
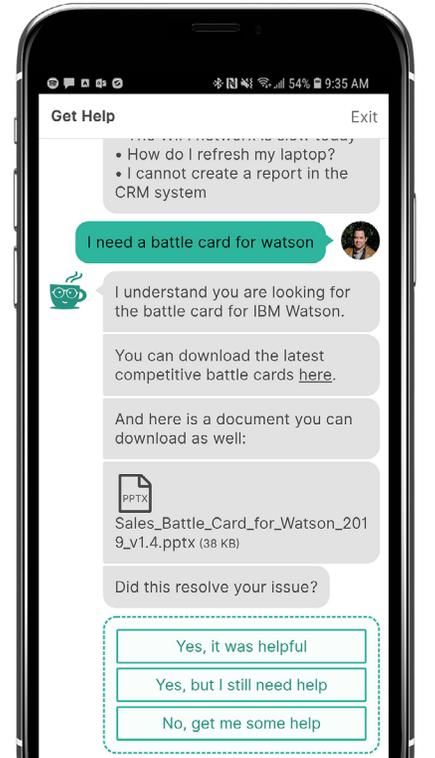
# Gain Sales Operations Efficiency

## 85% of employees pick up the phone or send an email to ask a question rather than searching portals or intranets.

With Barista Case Management, your sales operations team will be able to get out of the world of email, phone calls, and chatter required to provide the global sales team with answers to questions and resolution to issues. Barista will answer most questions immediately. But if Barista doesn't know an answer, the question will be routed to the sales ops team that you set up within the Barista service in just minutes. Questions will be automatically prioritized in the team feed, and Barista will learn every time your team steps in and will provide the answer the next time around.