

# Cresta for Sales

Increase Sales Efficiency and Effectiveness with AI

Did you know that the sales performance gap between your top and bottom performers can leave up to 48% of revenue on the table every single quarter? These top performers are consistently more productive than their peers - and it is directly tied to following playbooks and key behaviors that lead to higher conversion rates. But how do you discover the behaviors that are actually driving revenue and turn this into an actionable playbook that works at scale?

**Cresta for Sales** helps your team build and follow bespoke playbooks that are proven to improve business outcomes and narrow the gap between top and bottom performers. Powered by Cresta's powerful AI engine, sales organizations are able to quickly discover the behaviors and tactics that are proven to drive revenue and reinforce them in every conversation with real-time coaching.

**CRESTA SOLUTION OVERVIEW:**

## Cresta's winning approach to high-velocity sales

Cresta helps managers and agents improve revenue performance as quickly as possible. Cresta helps teams discover winning sales behaviors, determine whether those sales behaviors are being followed, and reinforce those behaviors in real-time with real-time guided selling.



**Making all performers top performers**

-  Do you know which sales behaviors really drive conversion and revenue?
-  Do you know if key behaviors are being followed in 100% of conversations?
-  How do you reinforce key behaviors and tactics during and after conversations?



# How Cresta partners with you to drive value in three steps:

## Discover

### Discover top-performing sales behaviors

Identify the key sales behaviors and tactics that actually drive revenue, powered by your own existing historical data with Outcome Insights

### Identify sales trends

Understand and capture what sets your top performers apart with Topic Discovery and Leaderboards

### Test and learn

Develop and pressure-test playbooks with Cresta Opera and Coaching Simulator that are proven to deliver better outcomes for your customers and your business

## Coach in real time

### Guide every conversation as it happens

Personalized in-the-moment coaching for maximum success

### Consistently and accurately serve customers

Answer questions confidently and quickly with Knowledge Assist

### Automate during and after call work

Take the guesswork out of follow-up with Auto Note Taking and Summarization

## Measure impact

### Gain visibility and measure adoption

Ensure adherence across your team with visibility into every conversation

### Personalize plans with real-time coaching

Monitor progress for each agent and encourage growth

### Improve, iterate, and grow

Put insights into action with no-code AI

## Customer Results:

Large used vehicle retailer saw an **8% increase in chat to transact**



Agents at a global hospitality brand generated **60% more revenue per lead** after using Cresta



Large telco business saw a **9.9% increase in revenue**



## What makes Cresta different?

### Proven to improve efficiency and effectiveness

300% lift in Home Internet Sales

Managers hold 4x more coaching sessions at Holiday Inn Club Vacations

### Real-time coaching tailored to your business

Proprietary AI tools & processes to deliver custom AI models

### The most comprehensive real-time coaching solution on the market

Real-Time Coaching, Knowledge Assist, Auto Summarization & Note Taking

### Fast time-to-value

Get up and running in as little as 8-12 weeks

Find out how you can supercharge your sales force:

[Schedule a call today!](#)

**CRESTA**