

Introducing

# VERITY

Through  **bts** total access

## BTS Verity: The Worlds First AI Sales Coach

Coaching is the most effective way to increase sales rates, but most sales reps receive coaching on less than 1% of their calls. Most of the time, Managers don't have enough time to listen in on calls, feedback is delayed, and leaders aren't aware of which sales reps are following the playbook. With BTS Verity, Sales Reps and Managers are able to receive feedback in real time, review team performance, and gain important insights to improve all in one place.

### Real Client Results



**39%**

increase in adherence to the playbook



**7%**

increase in conversion rates on marketing campaigns



**26 Hours**

of time saved per manager, per month reviewing sales calls

### Increase Win Rates with AI Sales Coaching

1

#### Auto Score Every Call

Verity listens to every sales call to fill in scorecards and share real feedback just like a manager

2

#### Customized to Fit Your Playbook

Verity can be fully customized to coach reps according to your sales process, methodology and skills

3

#### Personalized Coaching at Scale

Verity identifies key areas for improvement for each rep and automatically provides personalized coaching

4

#### Unparalleled Performance Insights

Verity aggregates data to show leaders how their teams are executing and who needs help with what

5

#### Integrates With Your Existing Tools

Verity integrates with all major dialers, video conferencing, contact center and conversation intelligence tools

## Benefits For The Entire Team

### Reps

- Real-time, personalized coaching on every call
- Learn key sales skills from the best reps on the team
- Close more deals and earn more commission

### Managers

- Save time reviewing sales calls
- Quickly diagnose key areas for improvement
- Focus training and coaching where it really matters

### Leaders

- Drive alignment to the playbook
- Increase win rates with consistent execution
- Measure the impact over time