

From Order Takers to Revenue Builders

How a PE-backed SaaS and IT company grew new monthly pipeline from \$1M to \$3.5M, five months into a twelve-month engagement.



CLIENT

PAR Excellence

INDUSTRY

SaaS / IT

SIZE

\$10–50M

PROGRAM

NeuroSelling®

250%

Growth in new pipeline

\$1M to \$3.5M generated each month

5 mo

Into a 12-month engagement

Results so far

+28%

Personal connection

Largest of five measured skill gains

The challenge

A SaaS and IT firm inside a PE-backed portfolio needed a more consistent, scalable sales approach. Conversations had been product-focused and transactional while growth expectations were rising.

A unified sales approach

Move beyond product-focused conversations to greater consistency across the sales organization.

Clear standards of excellence

Give leaders and sellers clearer expectations for sales excellence, coaching, and accountability.

Proactive, not reactive

Help historically transactional sellers identify and develop opportunities themselves.

What changed

Measured improvement across five selling behaviors.

Personal connection **+28%**

Proof story delivery **+25%**

Effective questioning **+14%**

Overcoming barriers **+11%**

Gaining commitment **+11%**

"I've done many programs over the years and this was among the best."

Program participant

The result

Only five months into a twelve-month engagement, new pipeline generated each month rose from \$1M to \$3.5M, a 250% increase.

One participant used BTAI before a call with a prospect who had already said they were not interested, testing difficult objections against a more negative persona first.

"I wanted to test some objections and fail in front of the AI first... The call went probably better because I got some of those nerves out ahead of time."

Program participant, PAR Excellence

"Helps with the psychology of a sales call. Other sales programs I have been through never discuss this. Very helpful!"

Program participant

"I've used the AI practice a few times before calls... it's helpful to get the words out before you get on the phone."

Program participant

REHEARSAL

Reps practice before the real call

The team uses BTAI to prepare more intentionally for customer conversations, working through the objections they were least comfortable with and getting the words out before a live interaction.