

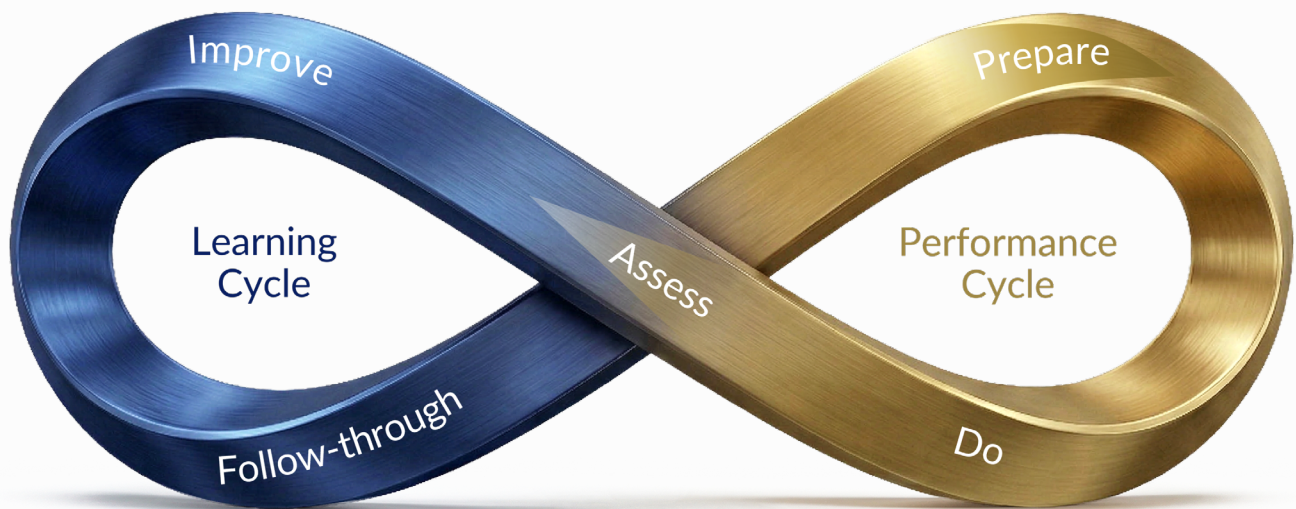


# Closed Loop Revenue Enablement

THE SCIENCE OF SALES PERFORMANCE.  
THE SYSTEM TO MAKE IT STICK.

# The science of sales performance. The system to make it stick.

Agile, buyer-centric selling, tailored to your business.  
Powered by Agentic AI and paired with world-class human training.  
One closed loop, connecting performance, assessment and learning.



## RESULTS

### Measured impact, not just training metrics

Validated by managers, leaders, and independent research

**\$143<sub>K</sub>**  
validated revenue increase  
per person per year  
8 clients, 350 people, 2-year study

**96%**  
of users would recommend  
i-Coach AI to others

**52%**  
of participants improved  
sales execution in 12 months  
vs ~30% industry average

**4-6<sub>wks</sub>**  
to measurable  
behaviour change  
350 people, 2-year study

RegalRexnord

antalis<sup>TM</sup>  
Just ask Antalis

cisco

intel

ERM

WPP

xylem

## THE SCIENCE

# Agile, buyer-centric methodology

Modular, research-based sales skills that align with your playbooks and help sellers respond to each unique buying situation.

### ASSESS

Map the nonlinear buying journey. Know where the customer truly is.

### CHOOSE

Select the optimal approach, from 200+ research-based skills.

### EXECUTE

Apply the right behaviours in the moment, with support from AI and coaches.

+ 4,000+ deals researched

✓ 200+ skills across sales, CX & leadership

☰ Every format ILT, VILT, eLearning, AI coaching

🕒 **The Studio** our team can build custom learning, or embed your existing methodology while our skill modules cover any gaps

★ Sales & Account Management

🕒 Customer Experience

✦ Management & Leadership

Every level, every environment, from B2C to B2B, channel and enterprise.

*Most providers offer methodology or enablement. Imparta delivers both. The science is embedded in every coaching conversation, every roleplay, every assessment, and every piece of micro-learning and ILT.*

## THE SYSTEM

# Closed-loop enablement – human and AI expertise combined

One continuous loop connecting learning and performance, delivered by AI coaching, your managers, and our trainers.

### LEARNING CYCLE

📈 **Improve**  
eLearning, adaptive AI learning, AI roleplays, virtual and in-person instructor-led training and coaching. All grounded in decades of research and best practice.

✦ **Follow through**  
Nudges, next steps, and manager alerts turn coaching into sustained behaviour change.

### THE CROSSOVER

🗃️ **Assess**  
Skills assessments, AI competency interviews and roleplays, call analysis and email evaluation, connecting performance data to learning actions.

### PERFORMANCE CYCLE

🏠 **Prepare**  
AI and/or manager coaching to improve outcomes. Personalised to the individual, their role, and each unique buyer situation.

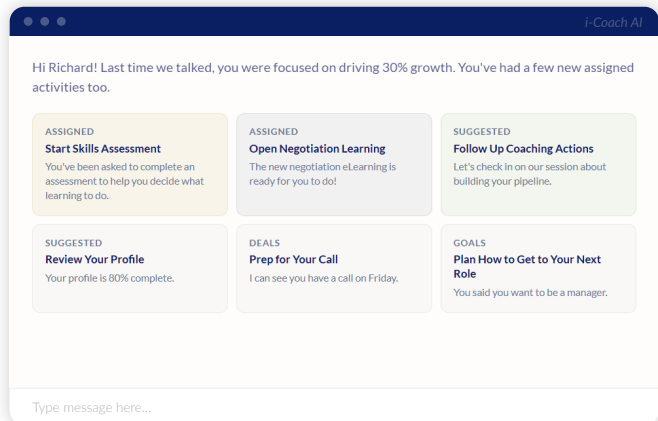
⊕ **Do**  
Guidance, content creation, and decision support in the moments that matter.

🔄 **Enter the loop anywhere.** L&D starts with enterprise assessment. Managers launch team campaigns. Sellers prep for tomorrow's call. The system adapts.

# What the loop looks like in practice

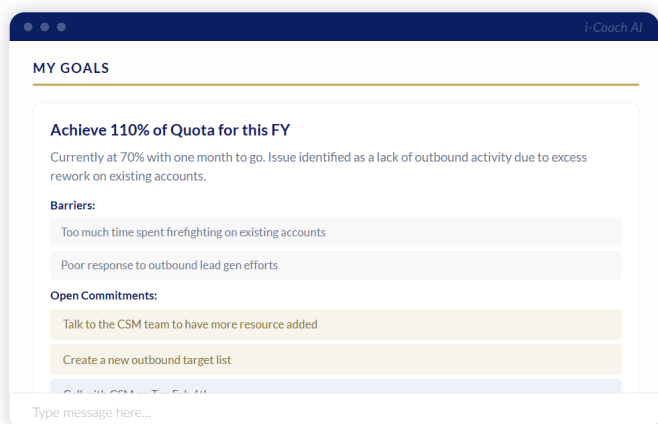
Scenario: Unblocking a stalled account

## NUDGE



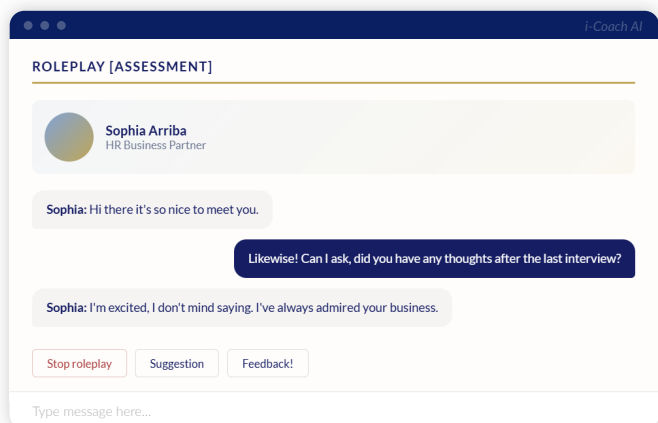
The system meets the seller where they are, with personalised next steps based on goals, pipeline, and skill gaps.

## PLAN



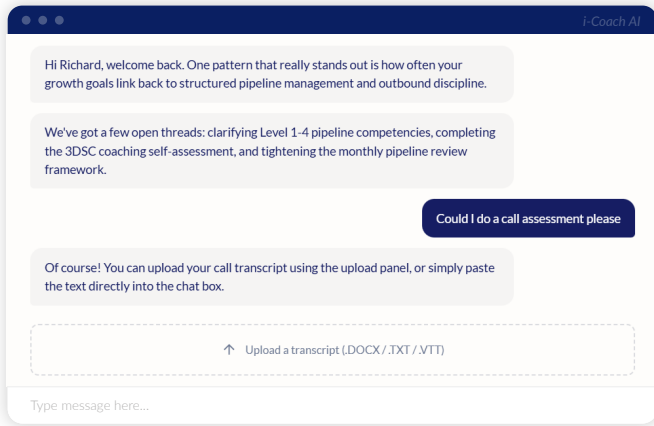
AI helps the seller structure goals, identify blockers, and prioritise high-impact actions for the week ahead.

## PREPARE



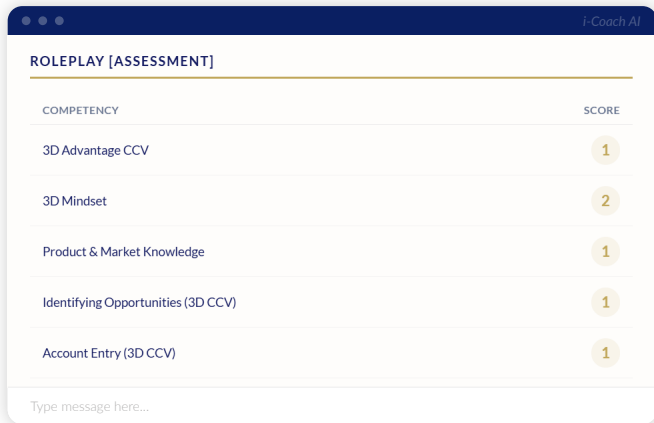
AI roleplays simulate real buyer conversations, letting the seller rehearse before the stakes are real.

## DO



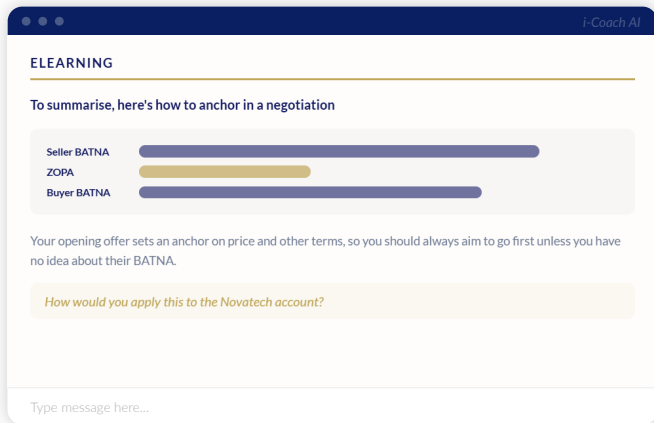
In-the-moment coaching, call analysis, and content support while the seller is actively working deals.

## ASSESS



Detailed competency scoring and actionable feedback, connecting what happened in the conversation to specific skills.

## IMPROVE



Targeted eLearning driven by assessment data, with AI asking the seller to apply concepts to their real deals.

## FOLLOW - THROUGH



The loop closes with reprioritised goals, updated commitments, and nudges that keep momentum going.

“ WHAT OUR CLIENTS SAY ”

“

The programme has been incredibly well received, particularly the interactivity of the sales simulations and the multiple learning mediums that appeal to our millennial learners. It's really scalable, and while our prime objective was the speed to productivity of new sales hires, we've also projected savings of over \$1 million in 3 years.

”

SALES ENABLEMENT LEAD, CISCO

“

We have recorded over £12M return on our investment and continue to work with Imparta to expand skills across our service community.

”

ANNE-FLEUR WANDERS, HR DIRECTOR, XYLEM

“

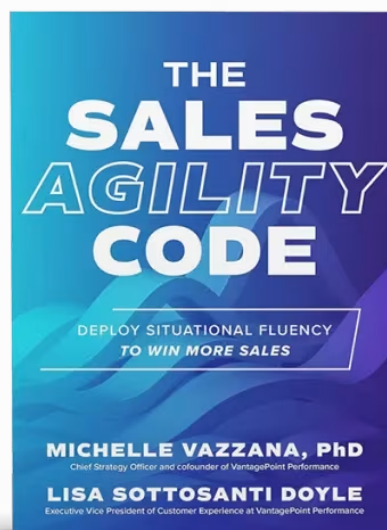
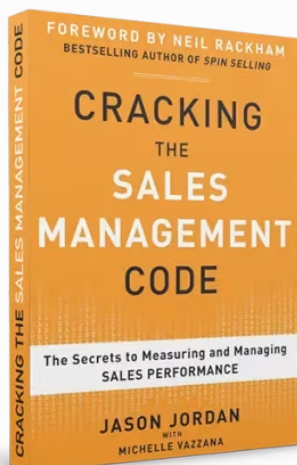
What made Imparta the right decision for us was the partnership and understanding that a lot of science and research is behind this. It's really fresh.

”

REGAL REXNORD

PUBLISHED RESEARCH

The methodology behind Imparta is documented in three published books, including a foreword by Neil Rackham, author of SPIN Selling.



# About Imparta

Imparta is a global leader in performance improvement for Sales, CX and Leadership.



Imparta is a global enterprise sales performance company, partnering with some of the world's leading organisations to drive higher win rates, stronger relationships and sustainable revenue growth.

Most providers offer methodology or enablement. Imparta delivers both.

The science. Our work is grounded in over 30 years of behavioural research, a skills library spanning 200+ modular, research-based competencies, and an agentic AI platform that brings it all to life in the flow of work. The science is embedded in every coaching conversation, every roleplay, every assessment, and every piece of learning we deliver.

The system. What makes the difference is how these elements connect. We call it closed-loop enablement: a continuous performance system in which preparation, live execution, assessment and learning are joined together on real calls, real deals and real accounts. Sellers are coached on what they are actually working on. Managers know who needs help, on what, and how. And enablement leaders can finally draw a line from skill gaps to commercial outcomes.

The result is behaviour change that lasts. In an independent study across eight clients and 350 sellers, Imparta's closed-loop system delivered a validated revenue increase of \$143,000 per seller per year. Behaviour change was observed within four to six weeks.

Whether you are building a full revenue enablement capability, piloting an AI coaching system or looking to prove the impact of your existing investment, let's talk.