

Global Technology Company Transforms Sales Performance with the C-Suite Sales Accelerator

Human-led immersive learning experience helps sellers double revenue, increase win rates by 26%, and close deals nearly 3x faster

Challenge

A leading global cloud infrastructure and virtualization software company was facing a challenge that limited its revenue growth and market influence.

While the company had strong brand recognition and credibility within IT, senior business executives were less familiar with its products and the value they provide. This made it difficult for sellers to engage C-level decision-makers who controlled strategic budgets and influenced major enterprise investments.

The sales organization also faced internal friction among teams related to client ownership and inconsistent sales leadership performance. Together, these challenges created missed opportunities, slowed growth, and limited the company's ability to position itself as a strategic business partner.

The company wanted to help its sales teams:

- Move beyond feature-focused conversations centered on incremental gains
- Refine and tailor a value proposition to resonate with C-suite buyers
- Connect solutions to business outcomes, revenue goals, and strategic priorities
- Build credibility and rapport in executive engagements through preparation and insight

Solution

To help senior sellers build the confidence, executive presence, and business acumen needed for high-stakes C-suite conversations, the company put its sellers through the C-Suite Sales Accelerator.

Now available through RAIN Group following a recent acquisition, the C-Suite Sales Accelerator—previously the CXO Business Simulator from Youd Andrews—is a unique, human-led immersive learning experience designed to strengthen executive-level selling skills.

To start, participants were assigned a business scenario and instructed to analyze public data and industry trends to create

compelling insights for executive discussion, just as they would in a real sales situation. They framed these narratives around the priorities senior leaders care about most: business impact, ROI, strategic value, revenue growth, and other measurable outcomes.

Sellers then entered the live simulation, where they practiced communicating their company's business value with CXOs—real-life senior executives acting in the personas of C-level leaders for the fictional account in the scenario. After each session, participants received immediate feedback from the CXOs on what worked, what didn't, and how they could improve. This feedback was a critical part of the learning experience, giving sellers insights they would rarely receive in an actual sales cycle and that they could apply directly to their next conversation.

Results

The C-Suite Sales Accelerator delivered significant performance improvements for the company across regions, with measurable gains in revenue, win rates, and sales cycle speed.

- **Revenue increased across regions:** Sellers who completed the simulator outperformed untrained reps in both the U.S. and EMEA, generating \$2.47 million vs \$1.2 million in the U.S. and \$2.3 million vs \$1.8 million in EMEA.
- **Win rates increased:** Trained sellers achieved a 39% win rate compared to 31% for untrained sellers, representing a 26% increase.
- **Deal cycles accelerated significantly:** Trained sellers closed deals in 92 days compared to 259 days for untrained sellers, reducing deal closure time by nearly two-thirds.

Over seven years, more than 1,100 sellers participated in the C-Suite Sales Accelerator, demonstrating the scalability and long-term value of the experience.

By helping sellers move beyond technical conversations and engage executives around business priorities, the experience transformed sales performance with the C-suite. The program helped sellers build executive presence, connect solutions to strategic outcomes, communicate a compelling case for change.