

# FUELING ACRISURE'S ACCELERATOR PROGRAM WITH SALESSCREEN



**Rob Erfurt, Director of Sales Strategy**



Fintech - Insurance



USA

## OBJECTIVE

- Acrisure, the world's fastest-growing fintech company specializing in insurance, was looking for a tool that could work as a partner in their sales development program Accelerator.
- Director of Sales Strategy, Rob Erfurt, needed to find a partner that could transform new employees into effective, confident, and accountable sellers.

## OUTCOME

Accelerator is a proprietary sales enablement program that trains new sellers in a three, separate but equally important, phases. While after the training program ends there is typically a boost in performance, maintaining high productivity in the long term can be challenging.

This is why it was important to Acrisure to find a way to get the results they wanted during the training program but also influence the behavior of their salespeople well after the program ended. After implementing SalesScreen, Accelerator participants were naturally more motivated and accountable for hitting their goals. SalesScreen's gamification increased productivity through competitions and leaderboards and incentivized sellers through recognition and financial rewards. Now, Acrisure's sales reps are empowered to set their own goals and are more engaged in their individual success.



Since implementing SalesScreen to drive those behaviors, we were able to find year over year growth in

**NEW REVENUE OF 45%."**

### SALESSCREEN IS A MUST HAVE...

SalesScreen becomes my sales manager who I can count on to check in with my salespeople and keep them motivated to make just one more call."



## KEY RESULTS

Acrisure's investment in their sellers, and in finding the right partners to build Accelerator, resulted in a **45% year-over-year growth in new revenue**. Although that isn't the only good news to come out of the program, after a survey of every participant that went through the program, it **received a 100% satisfaction rating** coupled with enthusiastic endorsements from participants, solidifying Accelerator's impact.

Looking ahead, the program plans to expand to add 400 more participants in 2024. The success of Accelerator, fueled by SalesScreen, is a testament to the importance of a people-first approach that focuses on motivating, recognizing, and coaching. Acrisure's focus on validating its salespeople not only allows them to hit their company goals but also creates happier and more successful salespeople.