



sharpSell



How *sharpSell* helped agents increase sales productivity by 56% at Aditya Birla Sun Life Insurance



THE CONTEXT

Aditya Birla Sun Life Insurance (ABSLI), one of India's top life insurance companies, has thousands of field sales agents spread across hundreds of towns. The pre-pandemic sales model consisted of in-person meetings with printed collateral which was disrupted with continuous restrictions on people movement and meetings because of the pandemic. Managers could no longer shadow agents, hand-hold them on sales pitches or coach them on how to handle objections. ABSLI needed new ways to equip agents to cope with and thrive in the post-pandemic environment.

THE PROBLEM

The company needed a platform that can hand-hold distributed sales agents to make compelling sales presentations as per the buyer's needs. This was especially the case for 90% of agents who are unable to use laptops in the field, and face low bandwidth connectivity which inhibits access to emails. Extrapolating web solutions to mobile did not work in such circumstances.

THE SOLUTION

sharpsell platform is built with a sales agent-first approach - bringing to life the actionable insights gained from shadowing thousands of sales agents over 6 months. *sharpsell* was built ground up with a mobile-first and WhatsApp-first approach, with strong offline capabilities. This empowered sales agents to go about their prospecting and pitching without having to worry about internet connectivity and missing on buyer conversations.

sharpsell's built-in ready to use battle cards and product pitches help sales agents during sales conversations. Dynamic buyer-specific sales presentations which could be made in less than a minute, gave the sales agents the superpower they needed to elevate their game.



* **Dynamic, need-based presentations in less than a minute**

sharpsell goes beyond basic product data or calculations for sellers. Drawing from an industry-specific content library, it helps the agent suggest the right product based on buyer needs. It also equips the sales agents with product specific presentations that can be customized on the go in less than a minute, which required a few hours earlier.

* **DIY product combinations**

Agents can combine two or more products to make compelling solution presentations to address complex buyer needs without depending on anyone from the support team.

* **100% personalized coaching through AI-powered role-play challenges**

Each agent received practical insights and personalized coaching with automated evaluation, contextualised for their capabilities and challenges. Each session was 100% personalized for their circumstances.

RESULTS



4mn

sales conversations per year

8500+

agents use *sharpsell* every week

56%

more policies sold by agents using *sharpsell*

62%

increase in prospecting visibility

+71 NPS score for *sharpsell* app

TESTIMONIALS

“

It was the need of the hour for the field. With COVID situation looming and the field not getting a chance to meet customers face-to-face, this app simplifies the prospecting journey for sales.

Sumeet Sahni

**Head of Sales - West and South -
Direct Sales Force**

“

sharpsell is the most simple app which any sales professional can use for sharing customized product illustrations with prospects. I personally used *sharpsell* to share multiple illustrations with our teams. Response from advisors/FLS on this app is phenomenal. Thanks digital team for enabling salesforce with this app.

Sanjit Singh

**Head of Sales - North and East -
Direct Sales Force**

“

sharpsell is quite a helpful tool and I must say we never had to push for its adoption. Teams have liked the product very well and are using it day in day out for their advantage to drive business.

Manish Ahuja

Vice President - Direct Marketing

“

sharpsell has proved to be a great tool in Third Party Distribution, both for internal teams and Bank Partner Specified Persons. High effectiveness and immense simplicity and flexibility makes *sharpsell* a great tool indeed.

Prabhat Bajaj

**Head - Third Party
Distribution**