

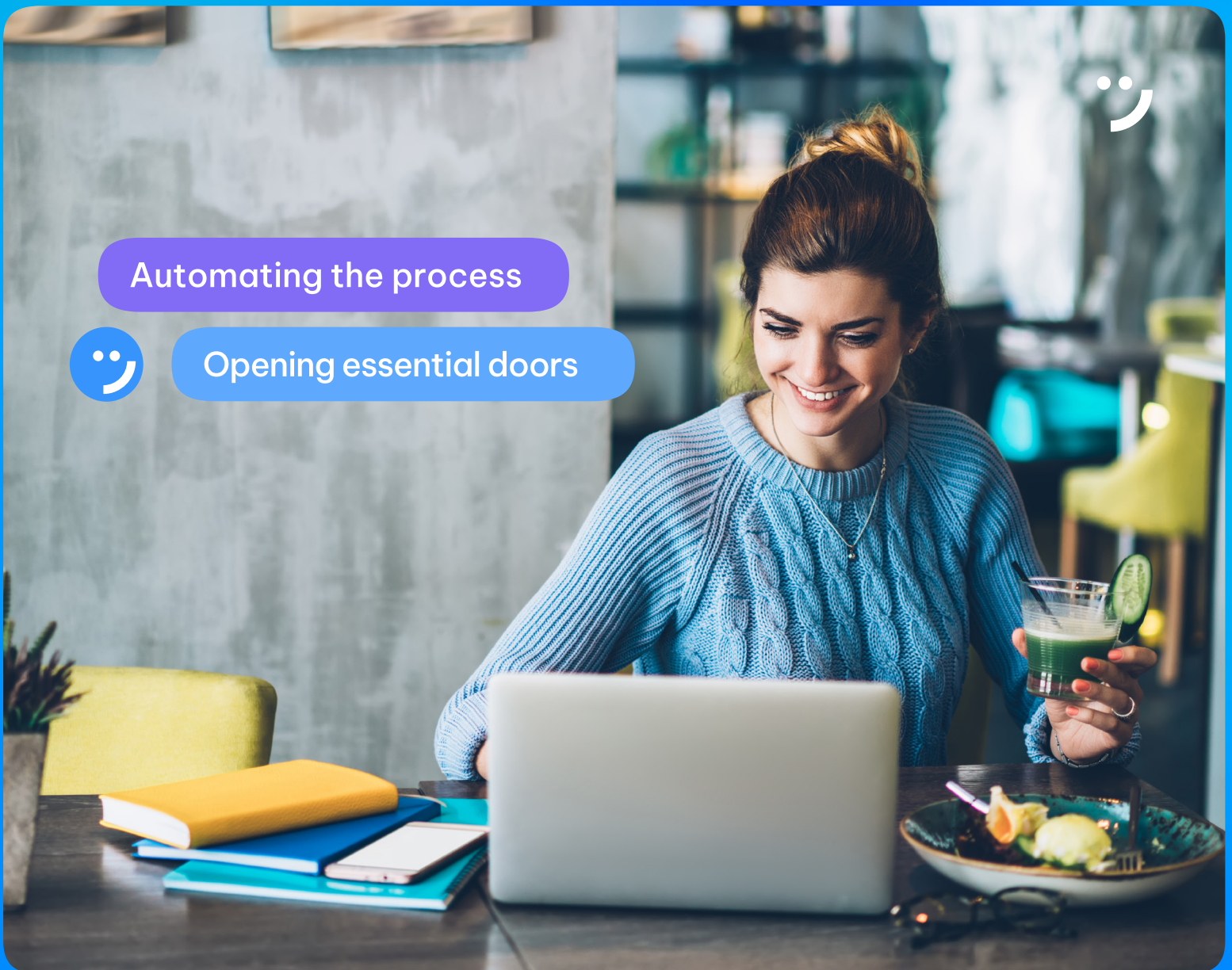
NiCE

# Enlighten AI for Sales Effectiveness

Automating the process



Opening essential doors





# Win more deals

## Close the sales gap between the top and bottom sales agents at scale

Increase conversion rates, grow revenue, and empower teams with real-time, proven insights into the critical sales skills that drive revenue with Enlighten AI for Sales Effectiveness.

A complete purpose-built solution powered by artificial intelligence, Enlighten AI analyzes agents' sales skills on every interaction and highlights the behaviors needed to achieve goals in real-time.

## Eliminate the guesswork

Understanding the sales skills needed to influence revenue is a complex task that requires more analysis than manually sampling interactions that have converted (to a sale) and comparing them to ones that did not convert. Not only are the samples too small to be representative of a sales agent's performance, but the behaviors that have a substantial impact on sales conversions can be difficult to define and even more challenging to assess consistently and fairly.

Enlighten AI for Sales Effectiveness provides a holistic view of agent performance with objective scoring of sales skills and behaviors that impact revenue across 100% of interactions. These insights are operationalized in quality, coaching and real-time guidance applications for immediate impact on sales conversion rates.

“In complex high-value sales environments, the gap between the top performing sales groups and middle-of-the-road performers is 300%”

—Gartner/CEB

# Benefits



Grow sales, close rates and order value



Drive consistency in the sales process



Onboard new sales agents faster



Empower sales to meet their targets



One platform. One experience.  
All working beautifully together.











# Achieve revenue goals with AI-powered sales skills

It takes expertise in complex selling, innovative AI technology and a large interaction data set to build effective sales models that influence revenue. Enlighten AI for Sales Effectiveness provides purpose-built sales-skill behavioral models derived from 30+ years of industry experience, using the most comprehensive and expansive interaction database in the world that analyzes 180 million interactions per day. These models influence a “likelihood to buy” metric across all industries right out of the box without the need for additional training with customer data.

## Sales skills that influence a customer’s likelihood to buy

- **Make a connection**Attempt to build rapport
- **Uncover needs**Understand the customer’s lifestyle, challenges and buying reasons/triggers
- **Demonstrate ownership**Reassure the customer that the agent understands their needs
- **Be empathetic**Express interest, show concern and care
- **Overcome objections**Provide clear benefits to move the sale forward
- **Presumptive selling**Close a sale based on the customer’s needs and the solution offering
- **Ask for the sale**Conclude with a closing statement to elicit a transaction



# Effortlessly turn insights to action

## Uncover sales trends

Enlighten AI's sales models are embedded into NiCE applications for post-interaction analysis and real-time interaction guidance.

Gain immediate value by using an out-of-the box solution that meets the needs of various stakeholders in the organization.

As part of a comprehensive analytics program, Enlighten AI for Sales Effectiveness helps you to understand which sales offers are working and why. In addition to monitoring sales skills, you can:

- Optimize sales performance with aggregated reports on skills, teams and behavioral performance trends

- Analyze sales drivers by volume, topic, sentiment and customer effort
- Proactively outreach to customers that were likely to buy but the sale didn't close
- Monitor customer sentiment as part of the sales process
- Track competitive mentions and promotions

## Increase quality and coaching effectiveness

Pre-built sales effectiveness workflows, dashboards and reporting make the quality and coaching process more efficient and effective.



**Agents** are empowered with their own performance dashboards to review their interactions and self-correct with immediate and accurate feedback on the behaviors that directly impact their sales targets.



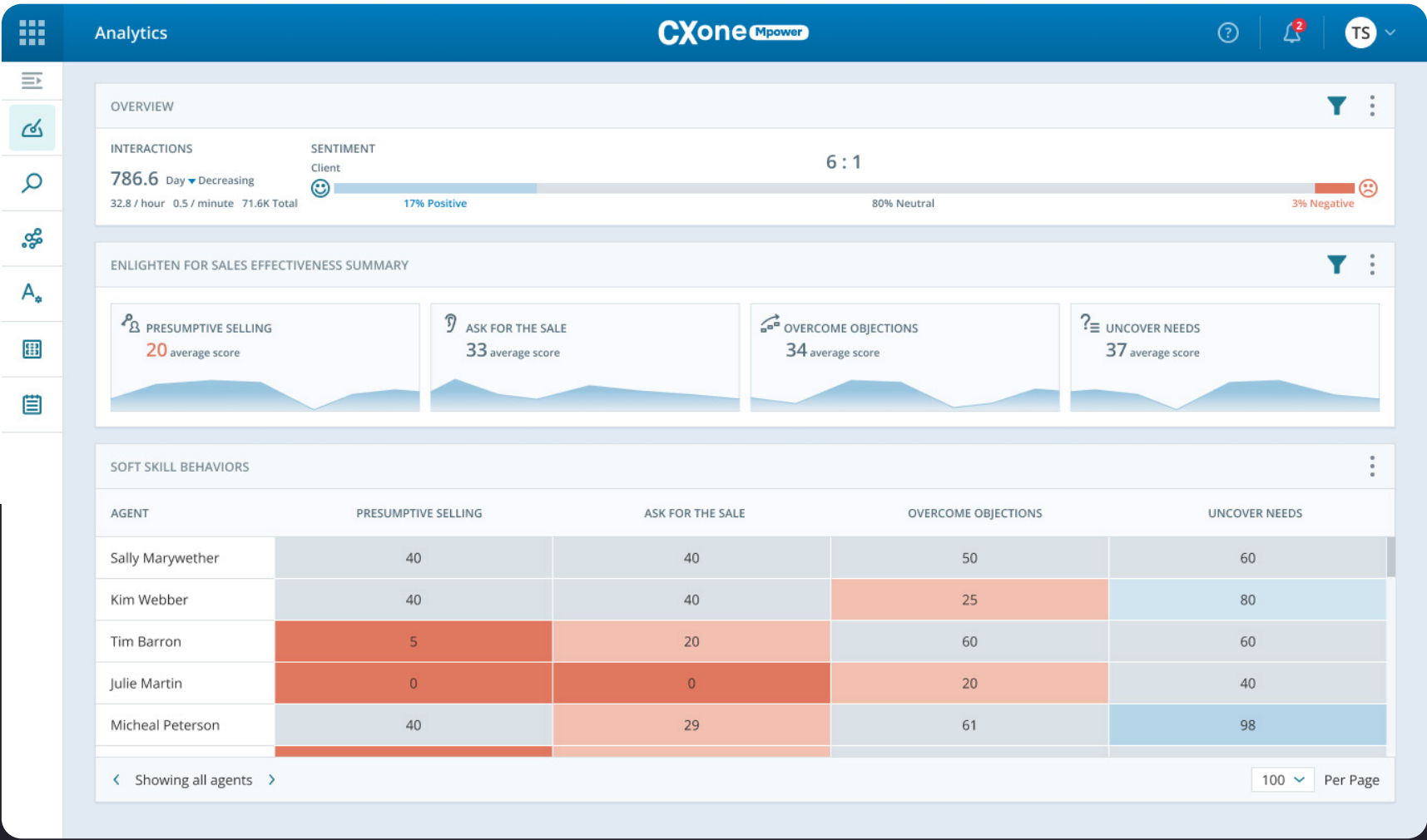
**Supervisors** spend less time hunting for information and more time leveraging data insights to deliver personalized coaching to agents, reducing both effort and cost.



**Quality Teams** deliver more consistent and timely evaluations and performance feedback.



**Managers** can turn successful sales interactions into best practices and leverage across the various sales teams with a built-in knowledgebase.



“Best in class CX leaders that use AI guided analytics receive 46% YOY growth in annual company revenue.”

—Aberdeen Research, 2025





## About NiCE

NiCE is transforming the world with AI that puts people first. Our purpose-built AI-powered platforms automate engagements into proactive, safe, intelligent actions, empowering individuals and organizations to innovate and act, from interaction to resolution. Trusted by organizations throughout 150+ countries worldwide, NiCE's platforms are widely adopted across industries connecting people, systems, and workflows to work smarter at scale, elevating performance across the organization, delivering proven measurable outcomes.

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