



Overcome Sales Training Challenges With Tandem AI

Traditional sales training often falls short. In fact, we estimate that 90% of the training salespeople receive fails to produce meaningful, long-term performance gains.

Now there's a solution that directly addresses the need to provide ongoing practice and measurable results. Tandem by Action Selling® delivers AI-driven coaching in a scalable, subscription-based model that leverages the iconic 9 Acts sales methodology.

Here's how Tandem helps sales teams address the biggest challenges in traditional sales training:

1. Lack of Consistent Practice and Application

Sales reps are typically trained about four times per year. While these one-off sessions may provide a quick boost of knowledge, within a few months most people fall back to their old behaviors because they have limited opportunities to practice their new skills.

Solution

Tandem provides a private practice environment where reps can engage in valuable roleplay as often as needed until skills become second nature. Continuous practice opportunities complement live training and ensure long-term behavior change.

2. Generic Training With Little Real-World Relevance

One-size-fits-all training often fails to prepare reps for the unique challenges of their specific selling situations and prospect interactions. As a result, they're not motivated to learn.

Solution

Tandem allows you to create AI personas based on your ideal customer profile (ICP) that think, talk, and behave just like your prospects. This ensures reps practice handling objections they'll likely encounter in real selling scenarios and know how to uncover the most pressing needs.

3. Limited or Delayed Feedback

Timing is everything, and salespeople need to start practicing immediately after training. With traditional sessions, feedback can be scarce or generic, making it difficult for reps to quickly identify and correct mistakes.

Solution

Tandem gives reps immediate, judgment-free insights on delivery quality, objection handling, pacing, and more. The platform tracks and reviews all questions asked and reviews repetition, filler words, conciseness, and sentence starters.

4. Difficulty Tracking Progress and Measuring ROI

In sales training, what gets measured gets learned. But without robust reporting, it's hard to track individual progress, understand training effectiveness, and demonstrate the return on investment.

Solution

Tandem has comprehensive reporting capabilities that show how often reps are using the system to role-play and whether they're improving against goals. This gives sales leaders actionable insights to identify coaching moments, monitor trends, and appropriately challenge reps.

Transform Your Training and Sales Success

See for yourself how Tandem is revolutionizing sales skill development and reinforcement.

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