

Your Product is Ready. Is Your Sales Team?

The 12 Week Sales Performance Accelerator for B2B Scale-Ups

Huseyin Tasbent - Founder of Sales Lab |



Executive Summary: AI-Powered Sales Performance Accelerator

- **What's Included:** This program is a 12-week system designed to create a continuous improvement cycle of sales skills and results. The 4-step process below shows how we build and certify your team's skills:
- **Your calls → custom scenarios:** We analyze your call transcripts to build realistic AI buyers based on your true ICP and toughest objections.
- **AI practice → objective scorecards:** Reps practice 24/7 and get instantly scored on core skills (discovery, value clarity, objection handling).
- **Scorecards → coach-led upgrades:** We review team performance in weekly 30-min best practice sessions.
- **A reusable system:** You get a certified team plus a reusable playbook you own for all future onboarding and practice.

Measurable Skill Development

- **Program Metrics:** we aim to achieve 2 of these 3 operating metrics. If not, we continue coaching at no cost until we do.
- **Sales Skill score +15 points** (vs. baseline rubric)
- **80%+ completion rate** (reps active in practice)
- **100% role certification** (final scenarios passed)

Accelerated Growth

- **Ramp time reduced by 3 months** (based on 2 new hires) = 84.000DKK value
- **Win rate increased by 10%** (based on a 1.000.000DKK pipeline) = 100.000DKK value
- **Average Selling Price (ASP) up by 5%** = 50.000DKK value
- **Total estimated value:** 234.000DKK

Our Investment Options

- **Full Program:** includes platform access, expert coaching, and all AI practice scenarios for 3 months)
- **2 Week Pilot Program:** 100% credited towards the full program upon successful completion
- **Book Your 30-Minute Call With Us:**
<https://calendly.com/htasbent>

The Sales Leader's Dilemma

The primary bottlenecks preventing scalable revenue growth

You're Doing Everything

You're trapped between high-level strategy (product, pricing) and daily frontline management (coaching, call reviews). Your time is the primary bottleneck.

Reps Struggle with Value

Reps can discuss features but not strategic or financial value. They can't handle ROI or procurement objections, leading to stalled deals and price sensitivity.

Unscalable Coaching Model

Coaching is time-consuming, inconsistent, and avoided. Without a system, skill development is "random," knowledge is lost with turnover, and onboarding isn't repeatable.



What You Need To Grow Your Business

A performance system to build the skills that directly improve ramp time, win rates, and save managers time.

Independent Skills Development

A way to build skills that isn't dependent on 1:1 manager time. Reps build muscle memory through asynchronous, "always-on" practice—without you being present.

Data-Driven Measurement

Move from subjective assessments to objective data. The solution must score rep performance on key competencies, track improvement, and prove enablement ROI.

A Repeatable Playbook

A codified system that works for every rep, every time. This ensures consistent performance, faster new hire ramp, and scalability as you add new markets or reps.

Psychological Safety

A "safe-fail" environment for reps to practice difficult conversations. Without fear of judgment, they take risks, self-correct, and build genuine confidence.



Introducing the AI-Powered Sales Performance Accelerator

Solve inconsistent discovery and stalled objections while freeing up your sales leaders. This always-on, measured practice loop replaces time-consuming role-plays with a 30-minute weekly scorecard review

Practice with AI & Get Feedback

Reps master discovery, value articulation, and objection handling through repeated AI simulations. They get instant, objective scores in a private and safe environment.

Coach-Led Upgrades

Based on AI scorecards and real call data, we review team performance in weekly 30-min best practice sessions. We then assign new, targeted scenarios to close remaining gaps and keep the improvement cycle going.



Apply Skills on Real Calls

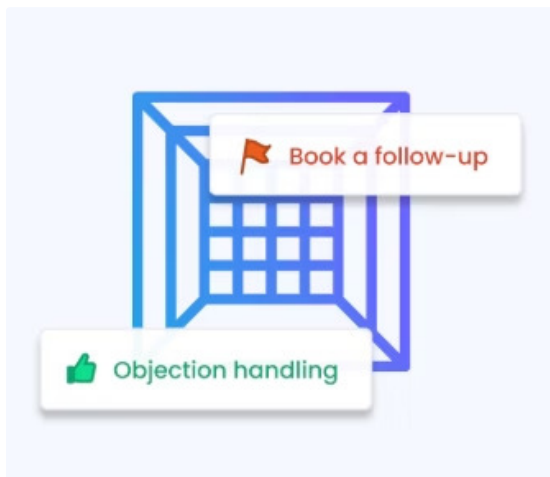
Reps apply the behaviors practiced with AI in live customer conversations. Practice transfers to performance as they handle objections smoothly and articulate value clearly.

Analyze Real Call Performance

Real customer calls are recorded and scored against the same rubric used in practice. This allows us to track skill improvement and identify gaps week-over-week.

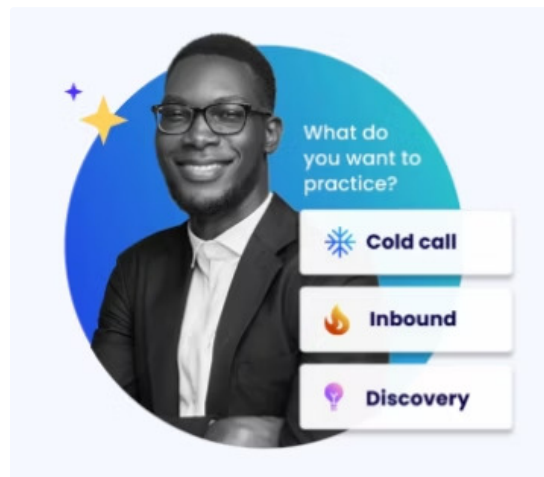
AI Practice Built Around Key Sales Outcomes

Our AI platform is a 24/7, judgment-free system that uses custom scenarios and instant feedback to let your sales team master the specific moments that win deals



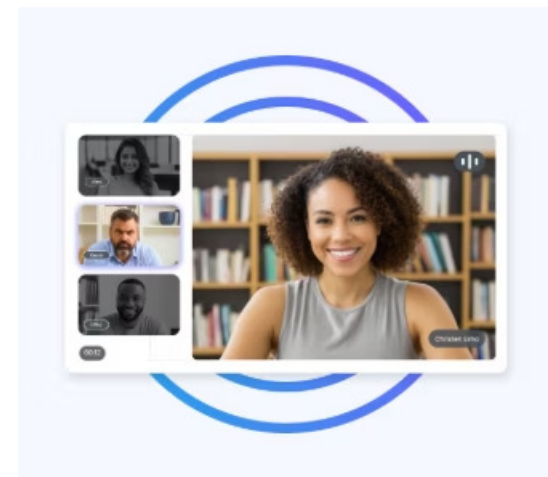
Custom Scenarios, Real-World Goals

We build custom simulations based on your unique product and real-world deals. Reps practice the exact skills, like "Objection handling," needed to drive key outcomes like "Book a follow-up."



Judgment-Free Practice

Reps can practice 24/7 in a safe environment, building muscle memory by selecting any skill they want to master, from "Cold call" to "Discovery."



Instant, Objective Feedback

The AI provides immediate scores and feedback on core competencies. This allows reps to self-correct and improve rapidly on their own, removing the manager bottleneck.

From Diagnosis to Certification Of Sales Skills

Assess, practice, certify. The program can be compressed to accelerate new hire onboarding

Phase 1: Diagnose & Design

We establish the foundation and define what "good" looks like.

Baseline Skills: Review real customer calls to establish baseline skill assessments.

Build Scenarios: Co-develop custom AI practice scenarios based on your unique buyers and toughest objections.

Define Success: Finalize the key success metrics and call-scoring rubrics we will track together.

Phase 2: Practice & Coach

This is the core performance loop where reps build and test new skills.

Asynchronous AI Practice: Reps spend time each week practicing with AI to build muscle memory in a safe environment.

Targeted Group Coaching: We use flexible weekly workshops to analyze performance patterns and share learnings from AI practice and live calls.

Track Real-World Improvement: We continuously track customer call metrics to measure the real-world transfer of skills.

Phase 3: Certify & Scale

We validate rep readiness and transition to a self-sufficient system.

Final Certification: Reps prove their mastery through final pass/fail assessments that test their readiness for any scenario.

Sustainable Hand-off: We transition the system to your team, providing a sustainable support plan that maintains high performance without the cost of a full-time hire.

Your Team's 12-Week Transformation

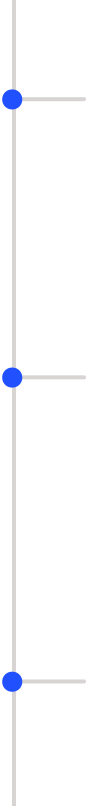
This curriculum integrates our 3-phase process, moving your team from baseline assessment to full certification

Every week builds on the last, progressively developing the skills your reps need to close complex deals. While this 12-week timeline is our standard model, the curriculum will be adapted to your ICP, objections and needs.

Week	Phase & Focus Area	Outcome
1-2	Diagnose & Design	We review live calls and interview reps to set a baseline score. We co-design the custom AI scenarios and define the scoring rubrics.
3-4	Discovery & Qualification	Ask questions that uncover business priorities. Learn to identify executive pain points and quantify their financial impact.
5-6	Value Translation	Connect your features to measurable ROI for different stakeholders. Speak the language of CFOs (financial impact) and VPs (strategic value).
7-8	Objection Handling	Handle "too expensive" objections and competitive threats with confidence. Turn pricing conversations into value discussions.
9-10	Complex Deal Scenarios	Navigate multi-stakeholder, multi-call enterprise deals. Manage buying committees and maintain momentum through long sales cycles.
11-12	Certify & Sustain	Reps prove readiness through final pass/fail assessments. We transition the sustainable AI coaching system to your leadership for long-term success. We will discuss flexible options for ongoing support and platform access.

Our Commitment to Measurable Results

These are the metrics directly influenced by the program—measured weekly and reported bi-weekly



Measured Skill Development

- Average customer call scores improve by 15%+ on 3 core competencies we identify together (e.g., discovery questions, value articulation, objection handling).
- **Measured:** Compare weeks 1-2 baseline to weeks 10-12 performance.

Team Engagement & Adoption

- 80%+ completion rate on assigned AI practice sessions.
- Team satisfaction score of 7/10 or higher.
- **Measured:** Weekly practice logs and end-of-program survey.

Full Team Certification

- 100% of reps pass final certification scenarios (80%+ score required).
- Each rep demonstrates proficiency in discovery, demos, and objection handling.
- **Measured:** Week 11-12 certification assessments.

Success Guarantee: If we don't hit **at least 2 out of these 3 targets** by Week 12, we will extend coaching support at no additional cost until we do.

Your Time: Minimal Investment, Maximum Impact

How this program gives you back time, unlike traditional coaching

Traditional Manager-Led Coaching

- **Setup:** 20+ hours (Creating all scenarios, rubrics, and training materials from scratch)
- **Weekly Execution:** 8+ hours (Running 1:1 role-plays, preparing, and reviewing calls)
- **Result:** Inconsistent quality, high manager burden, and it stops the moment you get busy
- **12-WEEK TOTAL: 116+ Hours of Your Time**

AI-Powered Performance Accelerator

- **Setup:** 4 hours (Strategic kickoff, defining success metrics, and customizing AI scenarios)
- **Weekly Review:** 30 minutes
- **Rep Practice:** 1-2 hours per week done *independently*
- **Result:** Consistent delivery, objective measurement, and it scales as your team grows
- **12-WEEK TOTAL: 10 Hours of Your Time**
 - *(4 setup hours + (0.5 hours/week x 12 weeks) = 10 total hours)*

Time savings: Free up ~106 leadership hours in 12 weeks: reallocated to strategy, partner development, and hiring.

From Sales Skills to Revenue: A Sample ROI Model

Conservative estimates based on 2 new hires and 1.000.000DKK pipeline. Let's refine with your actual numbers

84.000DKK

Faster Ramp Time

Reduce ramp by 3 months × 2 new hires. Each month of productivity valued at 14.000DKK.

100.000DKK

Higher Win Rate

10% higher win rate on existing pipeline. Based on an average pipeline of 1.000.000DKK.

50.000DKK

Larger Deal Size

5% increase in average deal size from improved value articulation and confident price negotiation (based on 1.000.000DKK pipeline)

Value: 234.000DKK, not including the impact of shorter sales cycles, higher rep quota attainment or deal velocity.

What We Do vs. What You Do

A Seamless Partnership for Rapid Implementation

Our Commitment: Streamlined Implementation

- Scenario design from your transcripts and playbook
- AI configuration & guardrails
- Rubric scoring + reporting
- Weekly group coaching & enablement support

Your Role: Minimal, High-Impact Contributions

- Provide 10 call recordings/transcripts + ICP notes
- Name 1 enablement champion (approx. 30 min/week)
- Name 1 exec sponsor (approx. 15 min bi-weekly)



Your Partnership Options: Full Program vs. 2-Week Pilot

Full Program: Sales Performance Accelerator

This all-inclusive package covers the 12-week program, all platform access, expert coaching and custom scenario building.

- Access to AI Platform
- 6-8 custom AI practice scenarios
- 12 weekly coaching sessions
- Full team certification
- Detailed performance reporting

Pilot Program: 2-Week Accelerator Test

Experience the impact firsthand. This pilot fee is 100% credited towards the full program.

- Access to AI Platform
- 2 custom AI practice scenarios
- Dedicated onboarding session
- Q&A with team members
- Pilot debrief and summary

Book a 30 minutes demo meeting or email us for an in-person meeting:

<https://calendly.com/htasbent> - huseyin@saleslab.dk

Why I Built a Sales Performance Accelerator

I bring Google's proven enablement frameworks to scale-ups who need the system, but not the full-time cost.



Huseyin Tasbent

Former Sales Leader, Google

I spent over 10 years scaling enterprise sales teams at Google, selling complex solutions to Fortune 500 companies. At Google, we had unlimited resources and dedicated teams to build the systematic enablement programs that powered our growth.

I saw firsthand that **consistent, scalable training** is what separates high-growth teams from the rest.

Now, I'm bringing those same proven frameworks to ambitious B2B scale-ups, giving you access to 'Big Tech' enablement without the cost of a full-time hire.

- Built structured onboarding that **reduced new hire ramp time by 30%**.
- Trained **200+ sales reps** on enterprise sales methodology.
- Specialized in complex, technical B2B sales.
- Managed sales teams responsible for **€1B+ in annual revenue**.

"Huseyin provided a smooth onboarding and was instrumental in guiding me through a complex company reorganization... His coaching style was particularly empowering. He always made me feel heard, actively sought to understand my goals, and helped me find effective solutions." - Quentin, Sales Rep at Google