

Engaged Prospect Cuts Training Time with **Second Nature**

The Results

- ✓ Shortened ramp time by 25%
- ✓ Achieved sales readiness for new clients within 3 days

THE COMPANY

Engaged Prospect is Pittsburgh-based inside sales company that helps businesses expand their sales and grow their revenue.

THE PROBLEM

Too Much Information, Too Little Time

Engaged Prospect has about 20 employees, carrying out prospecting efforts for 20 to 25 businesses of varying sizes and in different industries and verticals.

The company serves everything from “schools to hospitals,” explained Dan Hersh, founder and president, which makes effective coaching a serious challenge. “When you have so many different value propositions, challenges you’re solving, use cases, testimonials, targets, it can be very difficult to memorize everything,” he said.

THE SOLUTION

Second Nature’s AI-Powered Role Play Training

In 2024, the company consciously rolled out Second Nature out over the course of a couple of months, taking the process relatively slowly due to the variety and complexity of their use case. They created different courses and input variables for their many varied clients. He said that the platform was easy to implement and “effective as soon as we turned it on,” Dan said.

THE RESULTS

Immediate Drop in Training Time

"Second Nature has been an absolute blessing for us," Dan said. "It's been unbelievable and I think our team is equally knowledgeable about product knowledge, about industry, about all of these things because of implementing Second Nature last year. I've seen a major difference."

Engaged Prospect's employees now use Second Nature to practice first thing in the day, before they get down to work with a client, "to get the cobwebs out and hit the ground running," Dan said. After lunch, he explained, it's the same thing: practice, hit the ground running with the next client.

The company has a very short turnaround time when they onboard a new client, aiming to start calling prospects, see if their scripting is resonating, and get the conversation started for the client by the third day, at the same time as checking for and closing training gaps. Second Nature has shortened ramp time by approximately 25%.

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FOUNDER AND PRESIDENT OF ENGAGED PROSPECT

Looking Ahead

Dan and the rest of the leadership at Engaged Prospect intend to extend Second Nature to their clients, as part of the service that they offer. "A big function of what we do is to assist our partner teams to make sure they're delivering good discovery calls and demos and presentations," he said. Several of their clients have already expressed an interest in adopting Second Nature to boost their own sales skills and revenue.