

The future of GTM teams is

Revenue Activation ✨

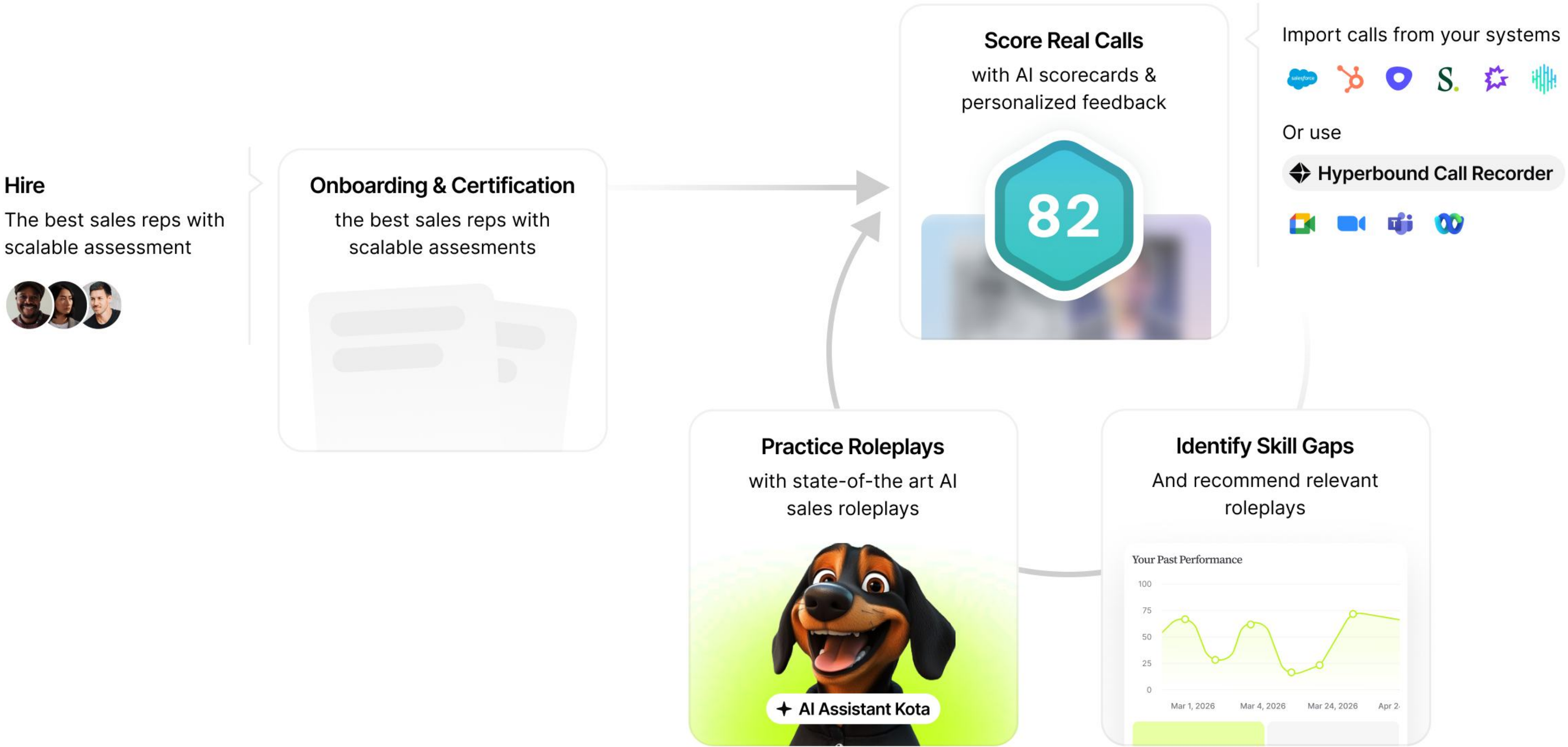
Revenue teams today have more call data, deal data, and pipeline analytics than they know what to do with. But data alone doesn't change outcomes. Unless teams know how to translate those insights into better execution on the next call, the data never turns into more revenue.

Hyperbound created the Revenue Activation category to close that gap. By analyzing your real sales conversations, Hyperbound identifies the behaviors that lead to closed-won deals and turns those insights into realistic AI roleplays and coaching workflows. This gives every rep the chance to practice critical moments, apply what works, and improve performance while there's still a chance to win the deal.

The result is faster ramp, more consistent deal execution, and higher win rates driven by the behaviors that actually lead to closed-won deals. Visit hyperbound.ai to learn more.



How Hyperbound Works



Hyperbound Practice

Practice the moments that matter before they happen in live deals

AI Roleplays. Full-cycle buyer roleplays, including multiparty conversations, multilingual buyers, and screen comprehension

AI Scorecards. Evaluate conversations against your team’s messaging, methodology, and deal standards

AI Coaching. Instant feedback that shows reps what worked and how to improve



Hyperbound decreased our ramp by 50%
Kevin “KD” Dorsey, CRO @Finally

Did the seller explore the prospect's goal-setting framework?

Customer Reference & Value Pyramid Discovery

Hyperbound AI

Why were you scored this way?

After carefully reviewing the transcript, I did not find any instances where the sales representative explicitly tried to uncover the prospect's goal-setting framework or uncover their top-level goals, strategies, and initiatives. The conversation primarily focused on the product challenges with their existing sales enablement tool. The rep did not ask about specific goal-setting methodologies or the prospect's high-level objectives.

What could you do differently next time?

To improve this aspect of the call, consider the following:

1. Asked about the prospect's kind of goal-setting framework.

2. Inquired about the prospect's sales team? How do you currently manage sales?

3. Explored the prospect's strategy for implementing to address the challenges.

4. Connected the product features to the prospect's goal: "Based on your goal of reducing sales cycle, our tool can help you achieve that objective."

By incorporating these elements into your demo and discussion more effectively, you can better align your solution with the prospect's needs.

Buyer Bots > Cold Calls > Michael Robinson

Call with Michael Robinson

Hyperbound

Michael Robinson

Chief Technology Officer @ Salesforce

Cold Call

Rude

E

Eugene Reuka

00:02

End Call

Hyperbound Perform

Turn deal insights into actions that help reps win the next call

AI Deal Coaching. Identify what’s helping or hurting a live deal

Bitesized Roleplays. Practice key moments from active deals before the next call

Auto-CRM Fill. Automatically capture notes, next steps, and deal signals in your CRM

The approach feels genuinely differentiated
Jennifer Tucci, Global Sales Enablement Manager @Hexagon

Northstar Systems Deal

Negotiation (18 days) 5 total calls \$189,000 Michael Thompson Last 3 days ago Next 5 days Created Dec 1, 2025

Overview Timeline Stakeholders

Timeline

Today

Deal stage changed from Discovery to Demo 7:24 PM

New Champion Identified: Julia Fernandez 7:24 PM

Yesterday, Dec 14

New Stakeholder added: Marc Eldredge, VP of Finance (Champion) 7:24 PM

Call completed: Northstar Systems Discovery sync with IT Director 7:24 PM

Economic Buyer sentiment changed from Neutral to Interested 7:24 PM

Hey, I'm Kota

I can break down deal health, forecast accuracy, and key risks.

What should I focus on to move this deal forward?

What am I missing or under-addressing in this deal?

Ask Kota

Summary

The deal with Northstar Systems is in the negotiation stage with detailed discussions around the AI sales roleplay platform's capabilities, implementation, and pricing. The team has explored use cases for onboarding, certification, and ongoing training for their 300 sales reps across two divisions, emphasizing the need for scalable, realistic roleplay tools integrated with their existing LMS and CI. Pricing discussions are ongoing, with a tentative plan to finalize license counts and contract terms early next year, alongside scheduling follow-up meetings to address remaining questions and finalize details.

What could slow deal progress

Uncertainty around exact pricing proposals.

Potential internal complexity needs, requiring tailored solutions.

Limited internal resources, which may impact adoption.

Suggested Next steps

Provide Case Studies: SI

Why we believe this sales skill will be relevant

The rep has repeatedly missed uncovering metrics and quantifying business impact in past calls. Michael's feedback will be critical for validating the value proposition and aligning the solution with Northstar's strategic goals.

Recommended Skill Practice

these key skills to strengthen your performance on the next call

Handling Objections and Framing Limitations with Alex Alex Morgan

Practicing Effective Closing and Next Steps with Alex Alex Morgan

Uncovering Metrics and Business Impact with Michael Michael Thompson

Next Meeting

Northstar Systems Deal

Dec 18, 11:30 AM PST

Stakeholders

Champion 4 calls

Alex Morgan

GTM Enablement and AI

Last interaction: 16 Dec, 6

High Engagement

Economic Buyer 2

Michael Harrington

Regional Vice President

Kota Activate

Ask questions about your team and deals, fueled by real call data

Winning Behavior Analysis. Uncover what top reps do differently

Coaching Opportunity Detection. Surface patterns in messaging and objections

Rep Accountability. Build custom roleplays and send personalized coaching recommendations

Kota is a game changer for us this year.
Jeremy Villanueva, Global Sales Enablement Manager @Guesty

SHOW ME DEALS THAT

Top 3 deals in danger

ACME Inc.

Amount: \$80,000, Stage: Discovery

Weaknesses:

Key stakeholder (Michelle) is newly transitioned into the role and lacks full context on prior discussion requirements, creating a knowledge gap

There is a lack of clarity and alignment among ACME's internal stakeholders (Rachel, Adam, Michelle) timing, and success criteria for the expansion.

The decision on rollout timing and license volume is still tentative, with uncertainty about whether the and January start date are the right approach.

What makes it stand out

High score with breadth: 7 of 8 criteria passed across startup fit, curiosity, and long term trajectory.

Excellent curiosity from the prospect, facilitated by the rep's structure. The rep opened space and then followed up with a question burst at 17:43, 18:16, 18:40, 20:16, 21:29.

Balanced conversation control: 0.49 talk-listen ratio with only 126 sec as the longest monologue kept on while allowing the rep to deliver a clear role pitch.

Clear, concise role/value frame and career paths, leading to

Objection handling: Rep addressed

Help me understand

+

History

Hey I'm Kota, let me fetch some data!

Kota can search, build reports, create exportable charts and answer questions.

Search Hyerbound or Ask Kota

What was the best real call this month?

Create a coaching strategy.

Create a monthly scorecard

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Try Our Demo >



Security and Compliance
~1,500 Employees

60% reduction in ramp time
5x pipeline generated
4x increase in BDR team

Before Hyperbound, Vanta's SDR team was scaling quickly but lacked structured training. New hires were calling CISOs without consistent messaging, and onboarding relied on manual roleplays scored subjectively by managers.

With Hyperbound, Vanta introduced a structured practice program to train reps on openers, objections, discovery, and full calls before they ever go live. The impact has been significant: ramp time dropped from 210 days to 72 days (~60% faster), the BDR team has grown 4x, and the team is generating 5x more pipeline.



“Every CRO is being asked to do more with less. With Hyperbound, we're empowering our human sellers to be the best versions of themselves in the field.”

Stevie Case, Chief Revenue Officer



Recruiting Software
~17,500 Employees

3,000
reps on Hyperbound

Before Hyperbound, LinkedIn's global sales teams struggled to keep strategy and messaging consistent across business units and regions. Enablement leaders worked to align teams, but execution still varied.

With Hyperbound deployed across LTS, LSS, and Sales Development in NAMER and EMEA, LinkedIn introduced a scalable way for sellers to practice and reinforce consistent messaging. Today, 3,000+ sellers across three business units use Hyperbound, with peak adoption in LinkedIn Sales Solutions (LSS) and stronger movement through deal cycles.



“Before Hyperbound, it was impossible to enable thousands of sellers at LinkedIn. Now I can say, Hyperbound has directly influenced our revenue.”

Alex Herrmann, Senior Program Manager



#1 B2B Diamond Marketplace
~500 Employees

50% reduction in ramp time
2x total revenue YoY
150% increase in demo rate

Before Hyperbound, Nivoda was rapidly scaling its outbound team but lacked the manager bandwidth to consistently coach reps. With a limited TAM in the diamond and jewelry industry, every lead mattered.

With Hyperbound, Nivoda introduced a scalable coaching system that prepares reps before they pick up the phone. Today the team ramps new hires 50% faster and has seen a 150% increase in decision-maker-to-demo conversion, helping fuel their outbound-driven growth.



“With Hyperbound, I can onboard one hundred sales reps tomorrow with confidence. If I was competing against one of those Hyperbound-trained reps, I'd be nervous.”

Rob Rangel, Director of Sales Performance

