

SALES LIFT:

TURNING BETTER CONVERSATIONS INTO MEASURABLE GROWTH



The Growth Problem No One's Naming

Every sales leader feels the same pressure: faster growth, shorter cycles, higher conversion, with fewer resources.

Many respond by investing in more activity: more tools, more enablement, more pipeline. The result is familiar, teams drowning in tools, content, and training requirements, yet sales conversations still don't improve. The real problem isn't how much selling is happening; it's what's actually being said.

In organization after organization, we find that sales conversations, the single moment where revenue is created, are built around the wrong thing: our priorities, our products, our slides. These messages fail to help customers reach the internal belief and confidence they need to act. The cost? **Longer sales cycles, lower win rates, and wasted effort.**

Why Better Messaging & Better Conversations Drive Revenue

Traditional enablement has focused on content and training, important elements, but not the full picture. Real growth happens when powerful messages are carried through conversations that customers remember, retell, and act on.

Oratium's research across hundreds of B2B selling organizations shows a direct, measurable relationship between the **quality of sales conversations and commercial performance metrics** like cycle time, deal velocity, and win rate.

When conversations are redesigned around how the brain makes decisions, and when reps are coached to deliver those conversations with fluency and confidence, we consistently see what we call **Sales Lift**: a quantifiable increase in revenue outcomes driven by improved message design and delivery.



Redesigning conversations from product-led to customer-belief-led transforms how buyers engage and decide.



The Sales Lift Model: A Start-to-Finish Model for Measurable Growth

Sales Lift is Oratium's end-to-end model for improving one of the most powerful, and least measured, drivers of sales success: the quality of your team's conversations.

It integrates three disciplines, **message design, execution coaching, and performance measurement**, into one cohesive, data-driven model.

The Sales Lift Model integrates message design, execution coaching, and performance measurement into one continuous improvement cycle.

Step 1:

Design Better Conversations

We begin by assessing and redesigning your sales messages using Oratium's **Sales Message Architecture (SMA)** framework. - Every message is scored using our **Audrey 2.0** system for clarity, relevance, and retellability.

- A **Message Family Matrix** helps prioritize where redesign will drive the greatest commercial impact.
- Messages are rebuilt to align with customer belief, not product feature, making them easy for buyers to understand, remember, and share internally.

Set the Path

- Message Priority
- Data Inventory
- Project Plan

Design & Execute Conversation

- Conversation Design
- Delivery Coaching

Measure Performance & Sales Lift

- Field Testing
- Ongoing Improvements

Step 2:

Drive Fluency and Confidence with ARC

Even the best-designed message fails if it isn't delivered with confidence. That's where **ARC**, Oratium's AI Coaching Agent, comes in.

- Sellers practice realistic, AI-driven roleplays with customized personas and contextual feedback.
- ARC measures performance across fluency, confidence, and structure, and enables unlimited, self-paced practice in a psychologically safe environment.
- The result: consistent, scalable coaching that reinforces human-led enablement and creates measurable skill lift across teams.

*Pictured here:
A screenshot
of the ARC
platform.*



*ARC provides sellers with
real-time, AI-driven feedback
on confidence, structure,
and fluency, scaling coaching
across large teams.*

Step 3: Measure and Prove Sales Lift

Sales Lift is not a metaphor, it's measured. - Baseline metrics (cycle time, win rate, deal size, velocity) are captured for the "impact zone." - Post-intervention metrics are compared using before/after, with/without, or difference-in-differences analysis. - The resulting data isolates the commercial impact of better-designed, better-delivered conversations, turning message quality into quantifiable ROI.

The Proof of Value: Where It Starts

Many clients begin with a **Proof of Value (PoV)**, a 6-8 week engagement focused on one business unit, product, or region.

This sprint includes: - Identification of the "impact zone." - Redesign of the core customer conversation. - Coaching reps via ARC. - Measurement of performance impact.

The PoV provides rapid, data-backed evidence that better conversations really do drive measurable Sales Lift, creating a validated foundation for scale across the organization.

From there, the focus shifts from proof to scale, embedding Sales Lift as an operating rhythm across the business.

Scaling Sales Lift Across the Enterprise

After the PoV, Sales Lift evolves into an ongoing engagement that continuously improves commercial effectiveness.

- **Message redesigns** each quarter to sustain relevance.
- **ARC-driven reinforcement** to maintain skill.
- **Sales Lift Dashboards** that track progress and attribute results.
- **Quarterly business reviews** that guide where to focus next, new messages, new reps, or new markets.

This is a living model, not a one-time intervention, that turns messaging, enablement, and coaching into measurable revenue performance infrastructure.

What Clients See

Across engagements, Sales Lift clients consistently report: - **Shorter sales cycles** (10–20% reduction on average) - **Higher win rates** (improvements of 5–15 points) - **Greater rep confidence and consistency** - **Clearer executive visibility** into the impact of enablement on revenue.

And, perhaps most importantly, **a retellable customer story** that unites product, marketing, and sales teams around one clear, commercially effective narrative.

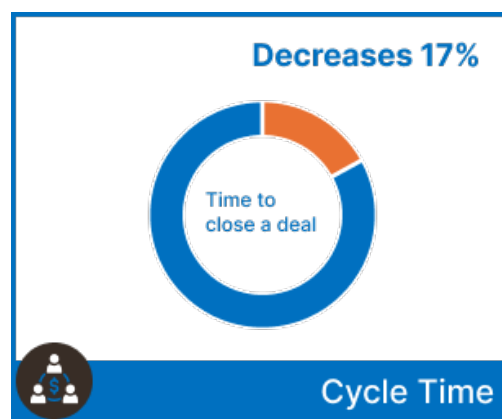
The Takeaway for Sales Leaders

You already measure activity, pipeline, and conversion. But if your team's conversations aren't designed for how customers decide, you're optimizing noise, not results.

Sales Lift reframes enablement from *training activity to commercial performance improvement*. It's not about doing more, it's about making every conversation count.

This paper was developed by Will Ash, Chief Revenue Officer, in collaboration with the Oratium team. It reflects Oratium's research and fieldwork with leading enterprise sales organizations worldwide, helping them improve commercial performance through better message design and more effective customer conversations.

Validated improvements in both commercial and behavioral performance across Sales Lift clients.



Learn More

If you're looking to accelerate growth by improving the effectiveness of your team's customer conversations, and to measure that improvement in tangible revenue outcomes, reach out.

We will be glad to share examples of how Sales Lift clients are already realizing measurable performance gains.