

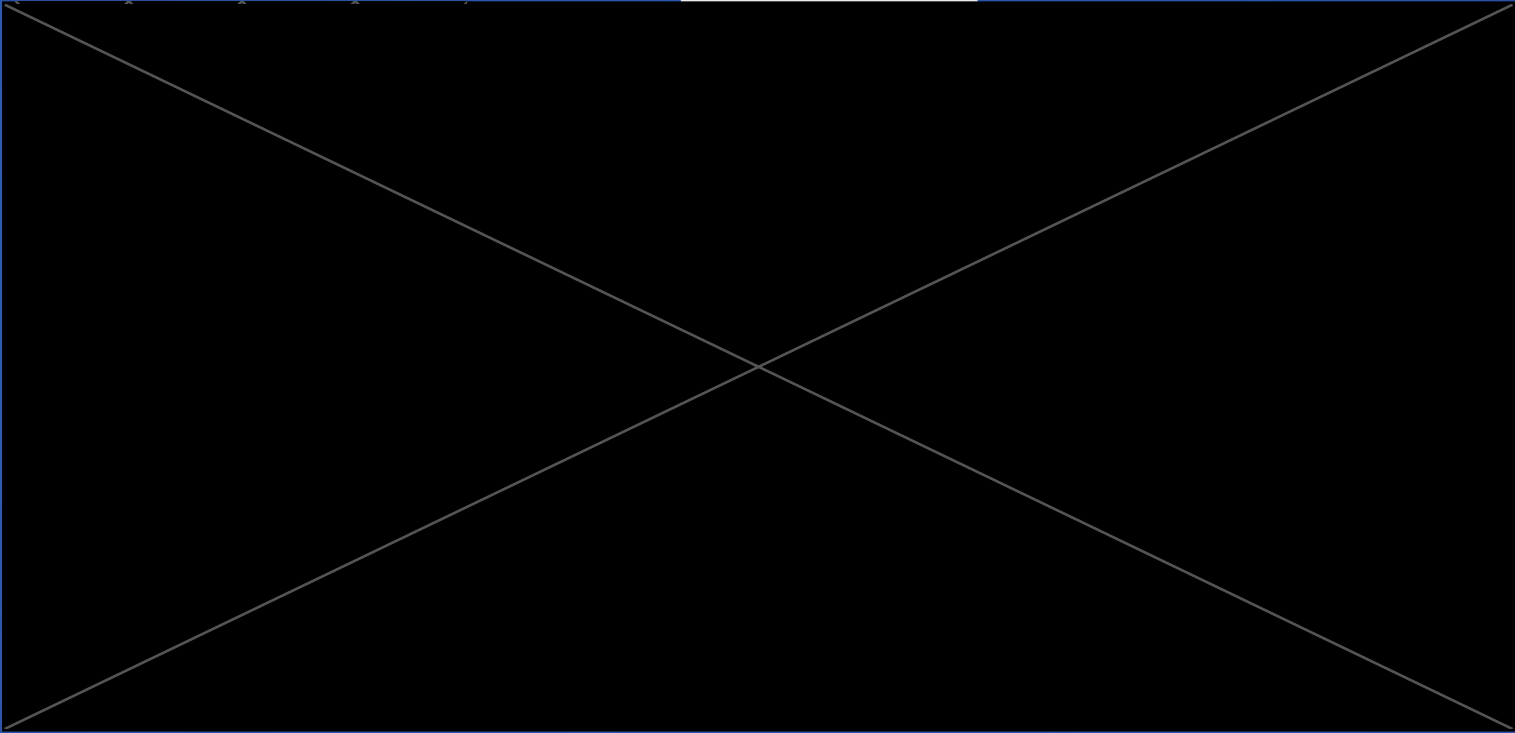
# Sales Coach Agent

Phase 2 Leader Expert Session - 

GTM Leadership Enablement  
March 2025



 indeed



# Agenda

01

**Intro to Sales Coach Agent**

02

**Demo & Access to Sales Coach Agent**

03

**Pilot Overview, Timeline & Expectations**

04

**Measuring Success of Pilot**

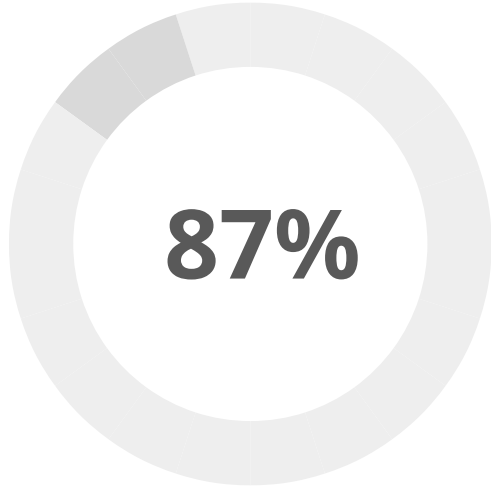
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**Expert Q&A**

## AI at Indeed:

## What We Know & Have Learned

- AI is still very new and no one is an expert yet
- We need end users - our Sales Leaders and Reps - to help us shape the tooling for real Indeed client scenarios.
- The more we test and engage with the tool it, the better and more relevant the tool gets!
- Layering in product, pricing, competitor and industry information will be vital in future launch phases



## “Relevant, Useful, Important & Actionable”

During Phase 1 of piloting the agent with [REDACTED] [REDACTED] reps and leaders alike confirmed that the feedback provided by the agent was relevant and useful.

One rep shared that the tool was, [REDACTED]  
[REDACTED]

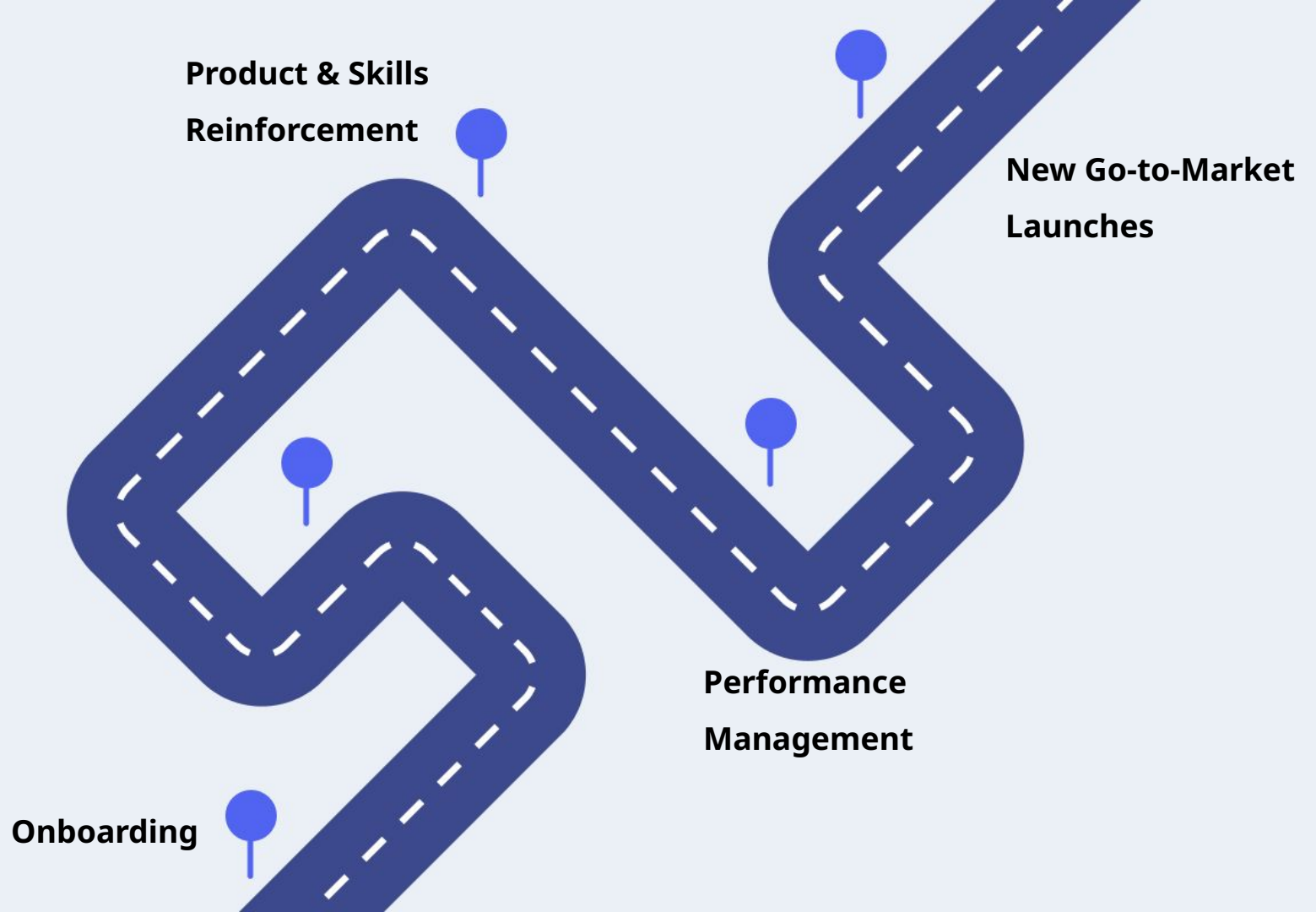
**What is Sales Coach?**

**How can it help you and your Sales teams?**

# What is Sales Coach Agent?

Sales Coach Agent is an AI powered **virtual coaching** tool. It uses generative AI and CRM data to provide reps with stage-specific feedback and pitch practice on their SFDC opportunities to help **push deals forward** and **boost revenue**.





# Benefits to Sales Leaders and Teams

## **Drive Higher Sales Performance**

Focuses coaching efforts on specific, high-impact opportunities, helping sales teams close deals faster and more effectively.

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## **Delivers Actionable Insights for Smarter Selling**

Leverages Salesforce CRM data to provide context-aware recommendations, ensuring sales reps are always one step ahead with personalized strategies.

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## **Simplifies Sales Process Optimization**

Easily configured using natural language, enabling our tech teams to make adjustments quickly enabling agile responses to changing business needs.

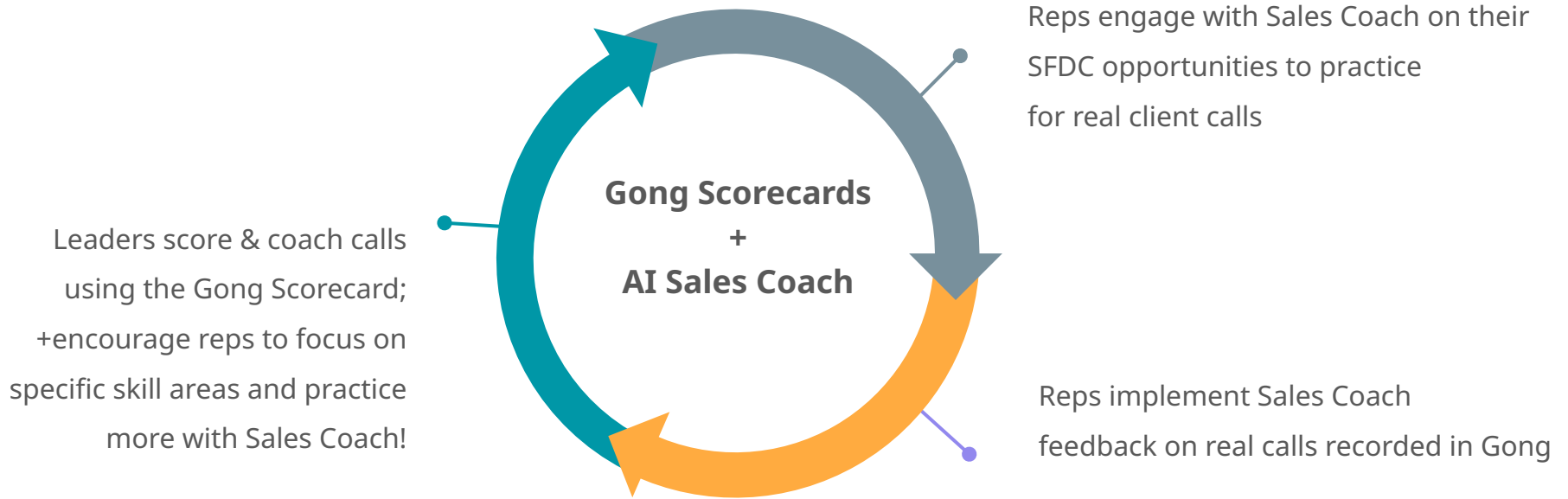
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## **Empowers Global Sales Teams - Coming Soon!**

Will offer multilingual support in French, German, Spanish, and Japanese (*English only for now*), making it seamless for international teams to use.

# The Evolution of Indeed's Coaching Strategy in 2025

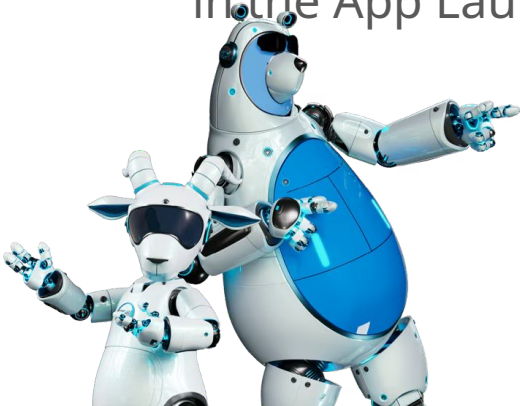
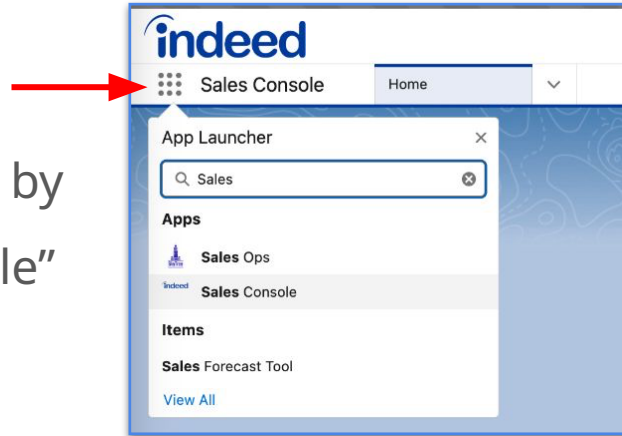
How Gong and AI Sales Coach work together to support better coaching & more learning!



# **Access to Sales Coach Agent**

# How to access Sales Coach

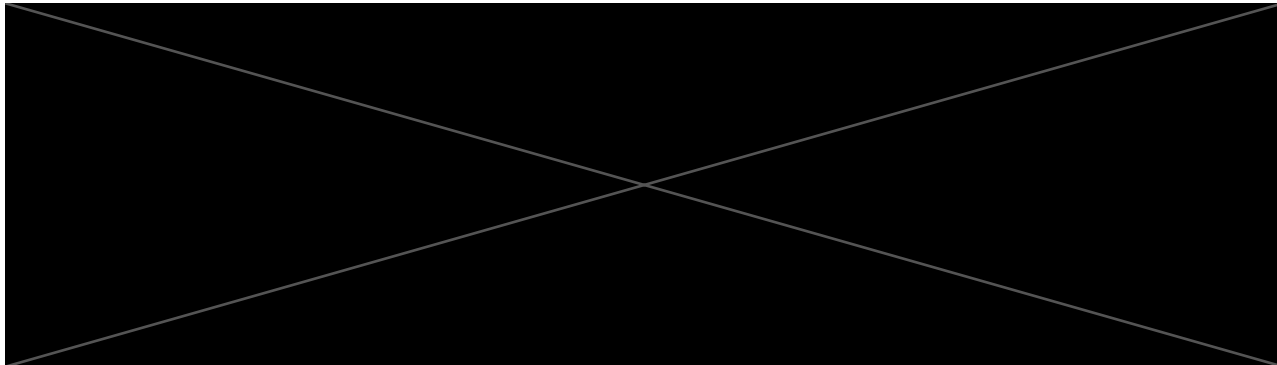
- Log into [Salesforce](#)
- Navigate to **Sales Console** by searching for “Sales Console” in the App Launcher



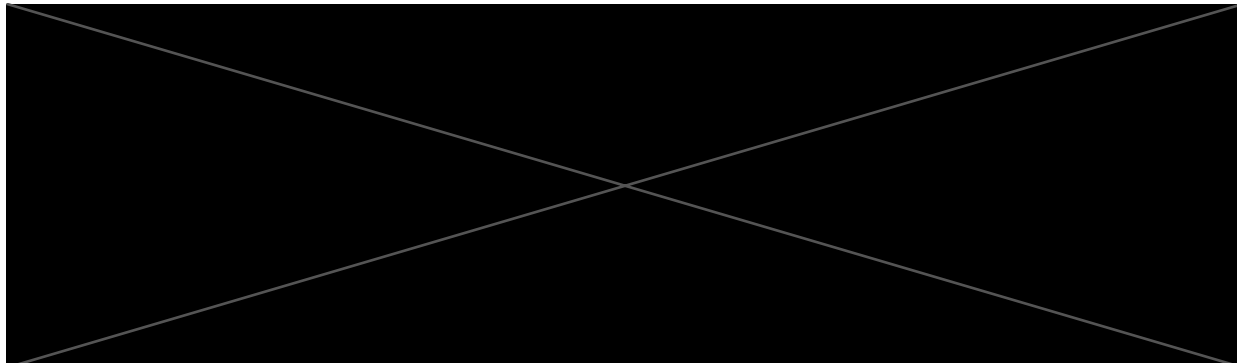
**Please Note:** The agent & changes made since Phase 1 will be available and live by Monday, March 24th.

# How to access Sales Coach

- Navigate to **Opportunities** and select **any opportunity**:



- Once you're in an opportunity, click **"Start"** on the Sales Agent coach to start your coaching!



# **What to expect with the Phase 2 Pilot of Sales Coach**

# Pilot Overview



## Phase 1: Standard Sales Coach

This Sales Coach Agent will focus on providing general feedback on an opportunity. The goal of this phase is to collect data and train the agent on sales basics.



## Phase 2: Customized Indeed Way of Selling

This customized agent will incorporate the Indeed Way of Selling into the coaching conversations. This will help to train the agent to provide feedback as it relates to Indeed selling tactics.

# Improvements & Features in Phase 2 Piloting:

01

Questions for all 4 coaching scenarios have been customized to align with the Indeed way of Selling

02

Agent feedback will be more comprehensive

03

Customer in role play scenarios will be less agreeable

04

Additional Sales and Performance metrics will be available

05

All Sales Coach Agent metrics available via a dedicated Einstein Dashboard

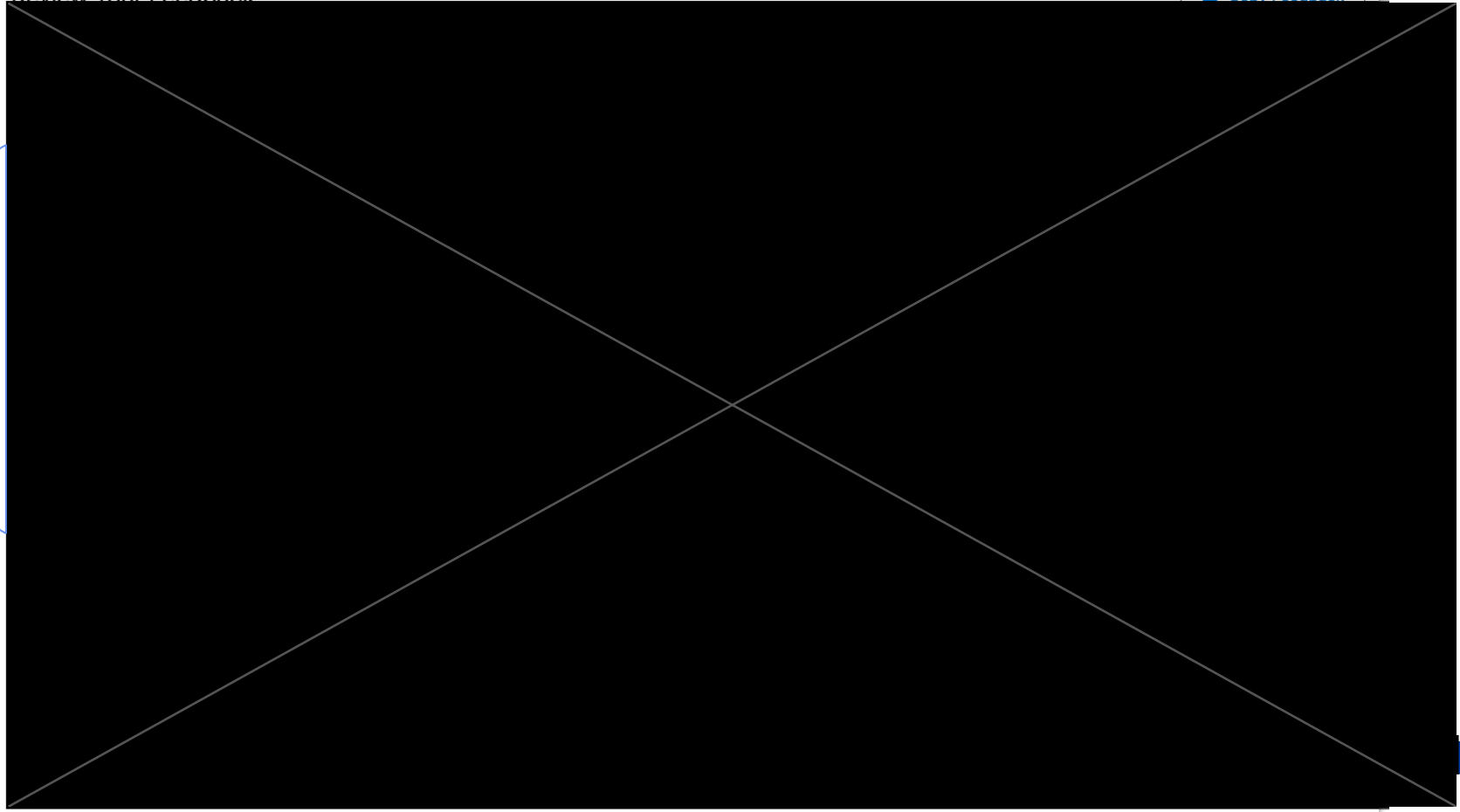
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Standard out of the box questions will remain visible in the UI



Review Your Feedback

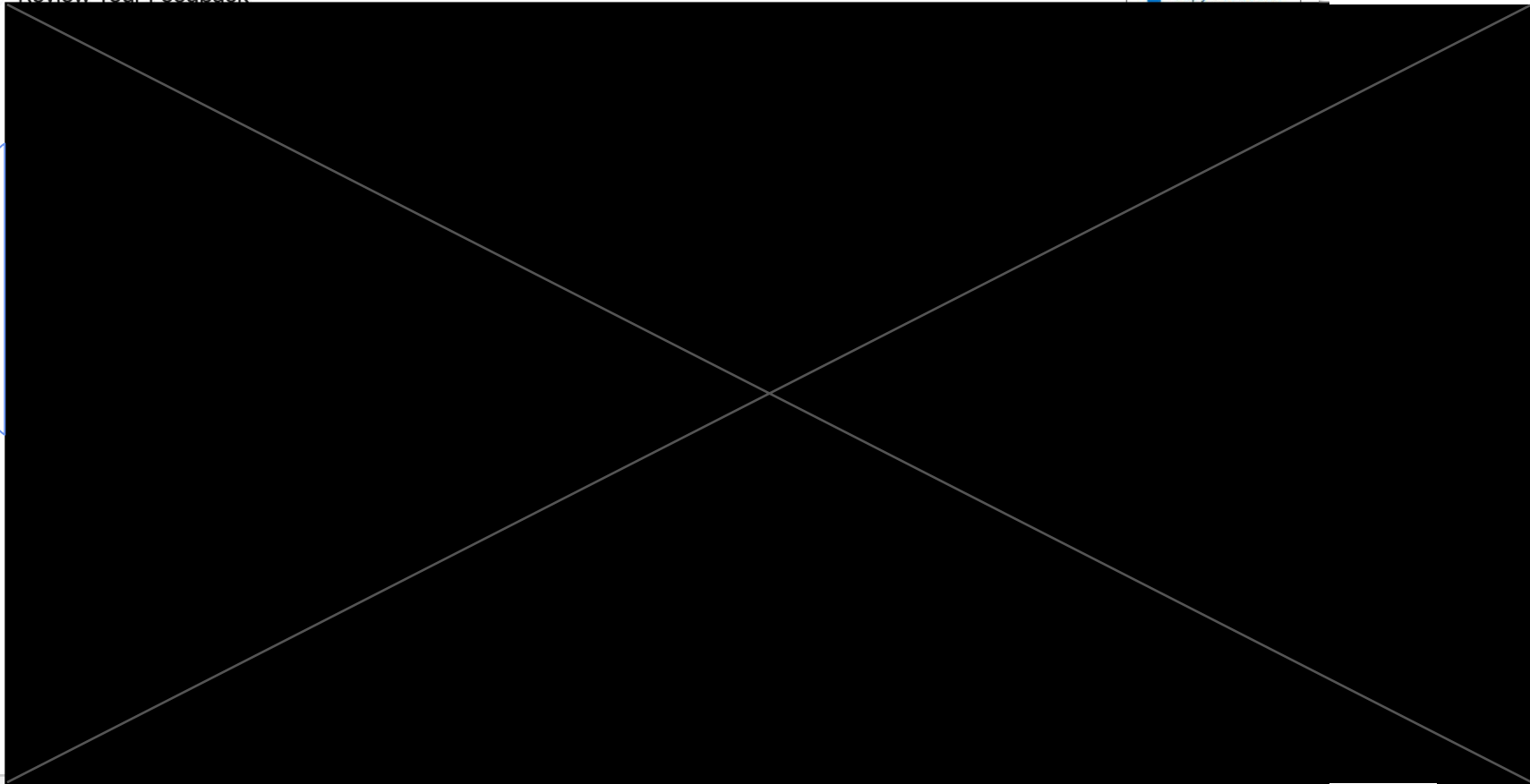
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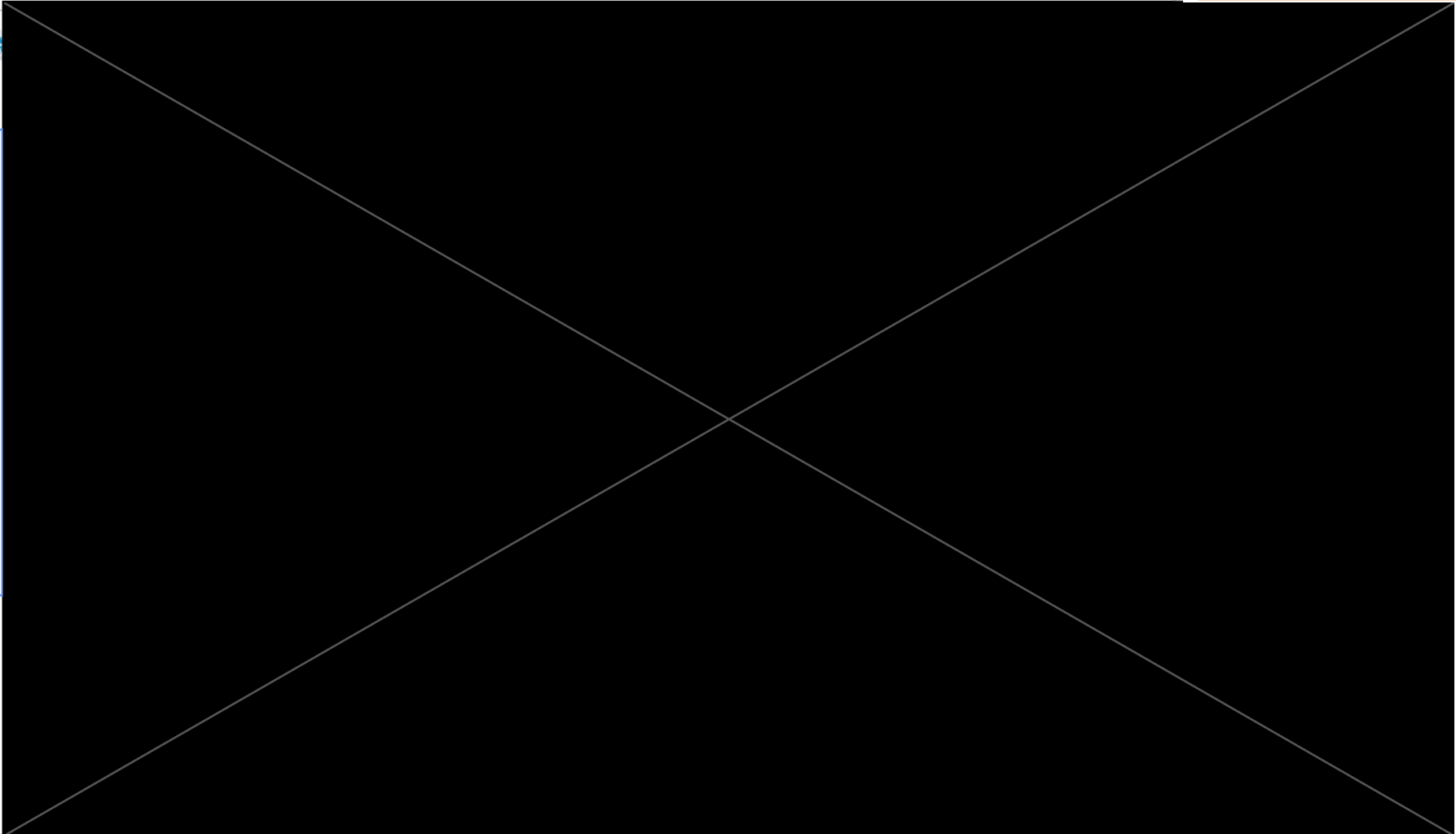
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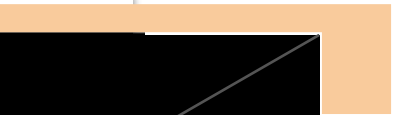
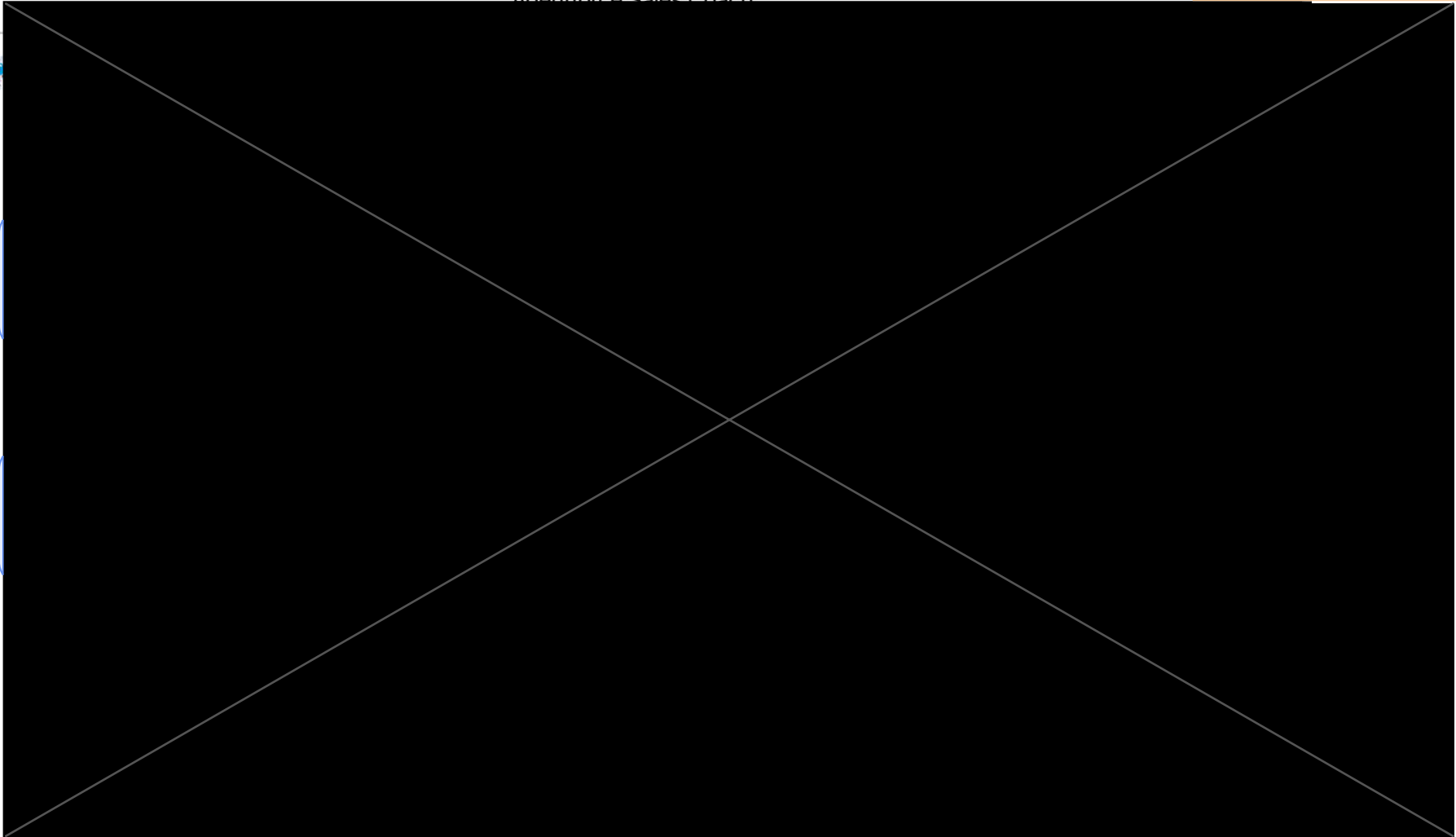
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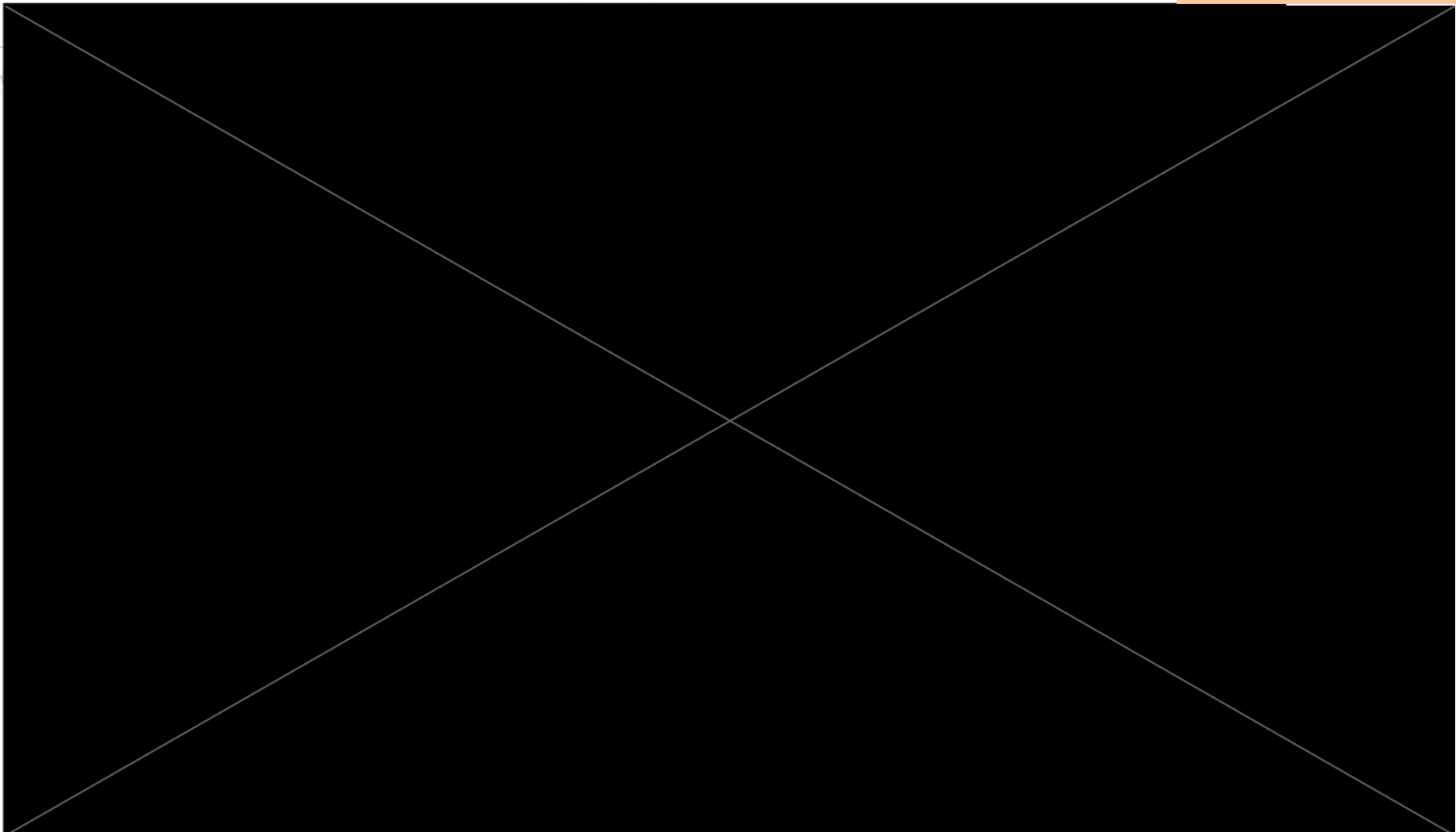
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Done







**Let's see Sales Coach in action!**

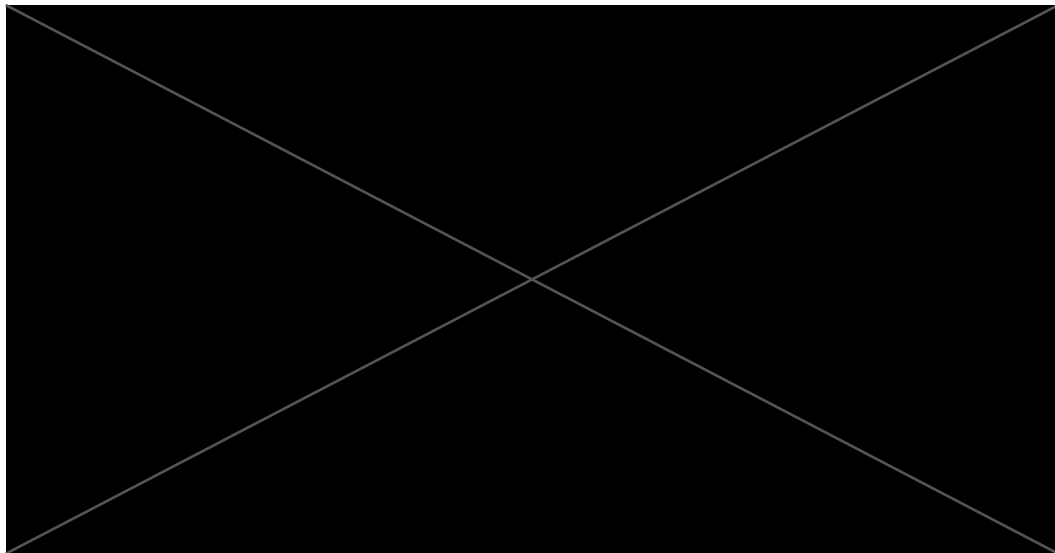
# Demo - Sales Coach Experience for Reps

## Solo Practice Demo

A self-guided practice mode where sales reps can simulate sales scenarios on their own.

## Role Play Demo

A simulated, interactive training session where sales reps engage in mock conversations with the AI Sales Coach.



# Pilot Overview & Timeline

# Roadmap to Sales Coach Launch & Success

## Leader Preparedness

Let's ensure you understand pilot expectations for yourself, your reps and get your questions answered

March 4

March 24

## Pilot Phase 2 Office Hours

Our experts will hold time (weekly?) for reps and leaders to join and provide feedback, ask questions, and learn more about the tool.

During March & April

## Global Rollout

Based on feedback from pilots, we will make adjustments and plan for global launch!

April

April/May

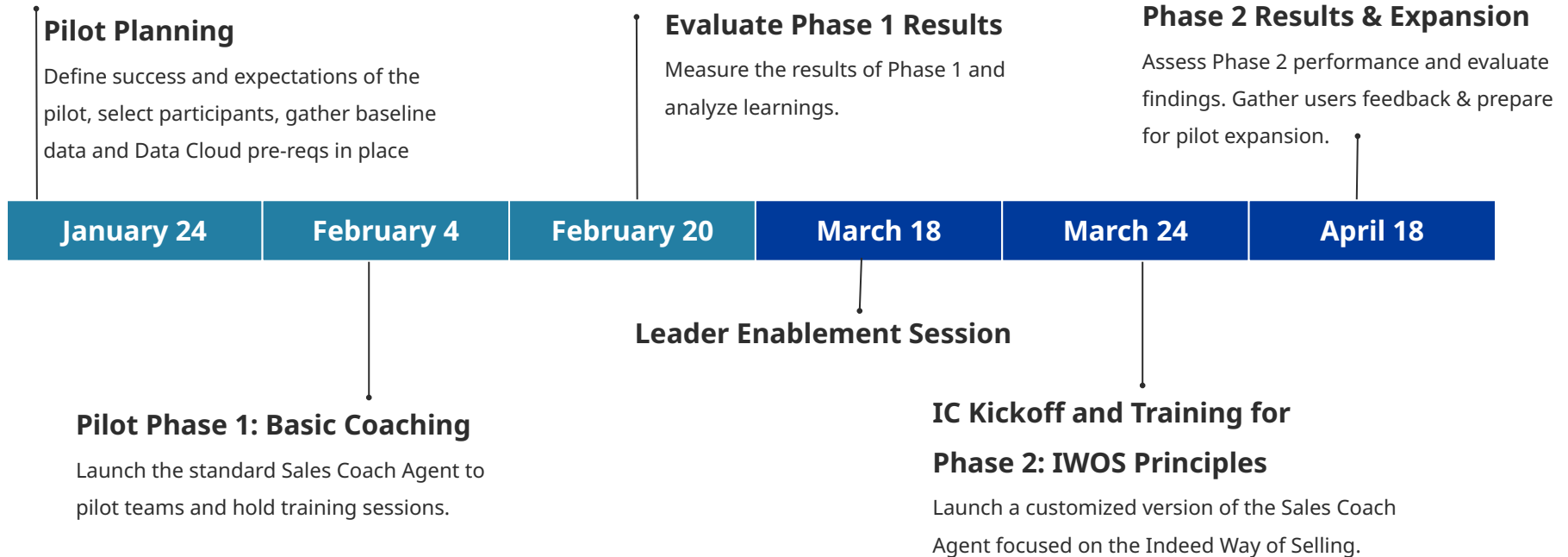
## Pilot Phase 2: IWOS Coaching

Launch the standard Sales Coach Agent to pilot teams with kickoff & training

## Pilot Phase 2: Results & Expansion

Assess Phase 2 performance and evaluate findings.  
Gather users feedback & prepare for pilot expansion.

# Roadmap to Sales Coach Launch & Success



# Pilot Expectations

# Rep Expectations & Time Commitment:

## Phase One Pilot - 3 weeks

- Use the Sales Coach Agent **twice a day** (~10 minutes) for the duration of the pilot
  - *Keep track of their own activity using the Sales Coach Reporting*
- Provide **feedback** via this form after each coaching session (twice per day) from **March 24th - April 18th**.
- Reps to continue to **record real client calls in Gong** (*following their Sales Coach practice on those same opportunities*) and review scorecards and feedback from their leaders

# Leader Expectations During Pilot:


- **Reinforce all Rep Expectations with your team, plus:**
  - Engage with the AI Sales Coach rep-level reporting & Leader Dashboard **on a weekly basis**, and use it to drive the success of your team with the agent & opportunities.
  - Plus, continue to coach reps using the **Gong Global Sales Scorecard**, focusing on calls that are aligned back to opportunities where they've already used AI Sales Coach agent

# Pilot Teams Expectations

- **You're at the forefront of our launch to use AI tools for Indeed!**
- **Recognize this is the early stage**  
The coaching is going to seem basic, but will evolve and get better with time as the model learns.
- **Curious about AI?**  
This is great opportunity to help us bring these types of tools/technology to our teams.
- **Don't get frustrated with the feedback and quality at first**  
This is expected. This group was intentionally chosen to help add a new lever to our coaching plans. There are going to be many valuable use cases for the tool including giving our new hires basic sales coaching & feedback quickly.

# Where to get additional Pilot Support:



- For immediate assistance and questions, have your team use the # slack channel.
- We will be hosting weekly **office hours** for the duration of the pilot. Be on the lookout for invites and encourage reps to attend with any questions!

# Measuring the Success of Sales Coach