

Check Point Software Scales Sales Coaching with Second Nature AI

The Challenge: Scaling Coaching to Thousands of Reps

Check Point has thousands of employees in its sales department who need to be trained for successful customer conversations. Their employees need to be equipped with technical product knowledge, master Check Point's messaging, and understand an end user's business needs.

While Check Point's sales team was well-versed in the network based security products messaging and features, the newest emerging solutions were less well-known. In the past few years, Check Point has expanded its cloud security solution portfolio. Due to constant changes in the cloud market and Check Point's new features, sales members needed to improve their cloud product knowledge and confidence. Check Point was



Company

Check Point Software Technologies Ltd., a leading cybersecurity company with thousands of members in their sales team

Challenge

Check Point needed to scale its product and company knowledge certification. Previous solutions were not engaging enough, occupied too much of sales managers' time, and didn't deliver any visibility into sales reps' actual capabilities or ways to measure improvement

Second Nature Benefits

- The number of sales employees completing training exercises rose from a few hundred to over a thousand
- 3x increase in the number of exercises completed by each employee
- Measurable improvement in sales productivity
- Rise in employee confidence, leading to more sales reps' who are willing to pitch cloud products
- 90% of employees prefer Second Nature to the previous solution
- Managers are able to track employee progress

looking for an effective way to bring sales representatives up to speed quickly, verify they understood topics covered in trainings, and confirm they were confident discussing customer needs.

“The training department needed a way to create and deliver cloud product knowledge,” said Sagy Kratu, head of training and product positioning at Check Point Software Technologies. “Your content can be amazing, but if the delivery method is tedious or lacking in some way it won’t work. Check Point needed an engaging way to deliver and test employee knowledge.”

Webcam Recordings: Time Consuming & Not Engaging

Sagy created “the cloud ninja program,” a virtual training program designed to educate Check Point’s employees on cloud and cloud-related solutions. The program was well received, but Sagy still needed a way to measure whether sales representatives understood the material, could deliver effective sales pitches and conduct meaningful conversations.

Check Point decided to have employees record themselves delivering a pitch and then send the video to their managers for performance feedback. In Sagy’s words, “it was great for the 1980s,” but for 2020, it was not the right fit. Only a fraction of the sales team participated, and managers didn’t have time to listen to the few recordings they did receive. Employees who sent a video once did not record and send a second video pitch. Check Point lacked engagement metrics, average employee scores, and had no way to measure improvement.

Sagy looked for different knowledge management and CMS solutions, but other alternatives were just a variation of the video recording program that was already in place. Sagy didn’t want to add another system to the current tech stack, and sought something that could integrate with their existing Learning Management System (LMS).



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Sagy Kratu

Head of Training and Product Positioning,
Check Point Software Technologies

The Solution: Second Nature AI Sales Coaching

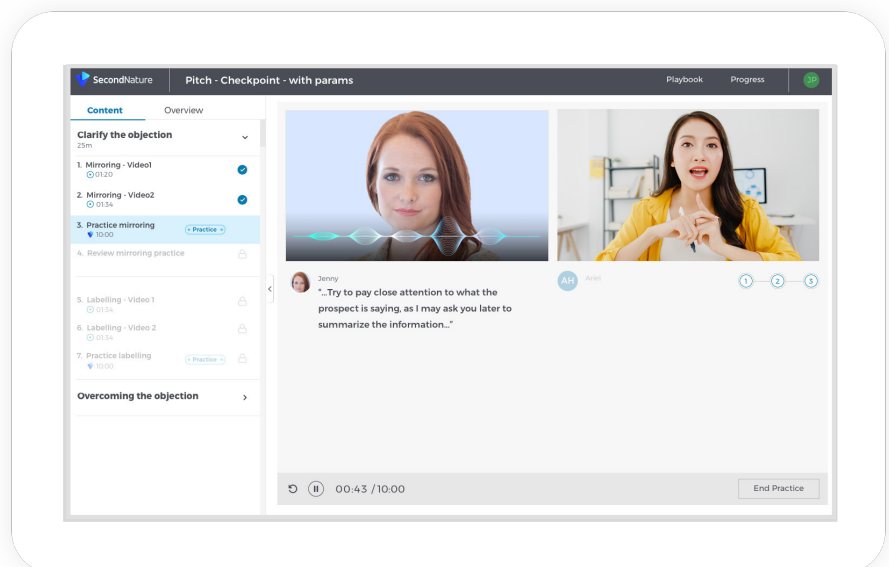
Sagy was introduced to Second Nature, AI-based sales coaching software that automates the process of scoring and sharing feedback about sales pitches. Sagy was excited by the potential he saw for Second Nature with the sales team.

In their initial pilot, Second Nature created two exercises for Check Point's most recent product lines. Sagy and the cloud business owner each developed the perfect pitch which was used to train Jenny, Second Nature's AI-powered coach. In the exercise, a sales professional would have a simulated conversation with Jenny and pitch cloud solutions. If a trainee forgot to mention certain key messaging points, Jenny would prompt them by asking a leading question. Once the conversation concluded, Jenny generates a grade based on the pitch. Trainees are benchmarked on what terms or phrases they used to reflect their knowledge about the positioning and benefits of the assessed solution.

These exercises are now the final assessment for Check Point's "cloud ninja" program. Employees need to achieve a passing grade to be certified for selling Check Point's cloud products.

Integrated Process

Check Point integrated Second Nature into its LMS so employees only need to enter one platform. The platform automatically opens Second Nature's portal for the user to complete the exercise, then closes it and updates the results.



Accurate Scoring

Check Point benchmarked Jenny's grades by asking human sales managers to watch the pitch recordings and score them manually. Jenny's scores correlated strongly with manual managerial scores.

Engagement Skyrocketed

A high percentage of Check Point's sales employees have used Second Nature. Each user has repeated the exercise roughly three or four times, and some even more, showing they are engaged with the feedback and feel motivated to improve their scores.

Rise in Sales Performance

Check Point's sales employees have shown a noticeable rise in confidence around the new cloud products. More employees are pitching cloud deals and using the key talking points they learned with Second Nature's Jenny. Each employee's average score has risen with each use of Second Nature's solution.

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Next Steps: More Exercises, Deeper Integrations

Check Point intends to add many more Second Nature exercises over the course of the year, covering ongoing training as well as onboarding new employees. In addition, they plan to deepen the integration of Second Nature with their internal systems so sales managers can immediately see metrics for completed exercises, relative scores, access improvement levels in the systems they use every day, and track the revenue impact of the sales coaching through Second Nature.

About Check Point

Check Point Software Technologies Ltd. (www.checkpoint.com) (NASDAQ: CKPT) with \$2bn in revenue (2020), is a leading provider of cyber security solutions to governments and corporate enterprises globally. Its solutions protect customers from 5th generation cyber-attacks with an industry leading catch rate of malware, ransomware and other types of attacks. Check Point offers multilevel security architecture, "Infinity" Total Protection with Gen V advanced threat prevention, which defends enterprises' cloud, network and mobile device held information. Check Point provides the most comprehensive and intuitive one point of control security management system. Check Point protects over 100,000 organizations of all sizes.