

**SALES  
IMPACT  
ACADEMY**

+



**IrisCX**

**CASE STUDY**

*From Inspired Talent to*

# EXPERIENCED TALENT



**How IrisCX uses SiA's Skills Development Platform to reach peak productivity.**

With an unemployment rate of just 5.0%, “tight” might be the first word used to describe the labor market. Tight but also expensive—especially for companies looking for higher levels of experience. Guillermo Salazar, Founder and CEO of IrisCX, pursued a different path to productivity.

It was all about building—and reinforcing—the right skill sets.



# THE CHALLENGE

Entering the market in 2020, IrisCX is an enterprise-level video platform that uses AR, AI, and process automation to power self-help and live video sessions on customer smartphones. Founder Guillermo Salazar knew he had to get the “talent equation” right.

“Hiring experienced talent is difficult for any tech company, but it’s especially true in major cities. There just aren’t as many workers in the talent pool.”

## SALAZAR NEEDED A DIFFERENT SOLUTION.

“We realized that if we were going to build a great company from the ground-up, it meant building our workforce the exact same way.”



For Salazar, the solutions came in the form of [SiA](#) and [Impact Academy](#).

# THE SOLUTION

Sales Impact Academy is a skills development platform for revenue teams. Sales Impact Academy is powered by expert coaches, teaching core selling skills (and using built-in reinforcement techniques) to help revenue teams reach peak productivity.

With Sales Impact Academy, Salazar was able to fundamentally change what he looked for in prospective hires.

“We needed team members with strong foundational selling skills—and not just the ability to close new accounts, but also to renew and expand them.”

## CLOSING CRITICAL SKILLS GAPS WITH SALES IMPACT ACADEMY

What Salazar understood was that core selling skills - such as cold calling, objection handling, and negotiation techniques - can be taught, but passion cannot.

With Sales Impact Academy in his toolkit, Salazar hires inspired talent and uses SIA's coaches and course curriculum to deliver the hard skills that new hires need to have.

“There are pathways to teaching someone how to structure a good meeting agenda,” commented Salazar. “But giving a damn—you either bring that on Day One or you never will.”



# THE IMPACT

Today, IrisCX boasts a large (and growing) revenue team that practices and improves its skills using Sales Impact Academy.

“SIA’s course content, community, and coaches have delivered a hard 25x ROI because we’re able to hire inspired talent and then give them a learning path to be highly effective,” said Salazar.

“SIA... has delivered a hard 25x ROI.

But, for Salazar, the benefits don’t stop there.

“There’s a spectrum that ranges from good to better to best,” and Salazar is quick to point out that Sales Impact Academy helps him define various performance levels within his roles. “At a fast-moving company, ‘OK’ can easily be gamed as ‘awesome’ and managers are none the wiser. This is another gap that SIA closes for us.”

Finally, Salazar notes that Sales Impact Academy has enabled IrisCX to quickly get new employees to peak productivity.

“With SIA, we were able to ramp our new hires in half the typical timeframe”

“When companies try to hire for experience, they can easily end up in a situation where different hires come in at different levels,” commented Salazar. “In addition, you have to do a lot of course correction because people have different ways of doing things and you lack standardization. With SIA, we ramp our new hires in half the typical timeframe because we get everyone on a standard training program. That’s a massive saving for us and - because they believe in the mission of the brand and we invest in their skills - it helps us on the employee retention side too.”

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# THE CONCLUSION

Scaling a business is difficult-especially if you're trying to do it the same way as everyone else. For IrisCX, a secret weapon for recruiting the right talent and giving them the skills they need to succeed is improving its impact each and every day.

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Learn how Sales Impact Academy can help take your revenue team to the next level, and try it for free visiting:

[HTTP://GO.SALESIMPACT.IO.](http://go.salesimpact.io)