

Guild



Case study

How smarter training tripled sales opportunities

One major financial services company rebuilt its seller training — turning it into a strategic advantage.



The challenge: Too complex, too slow, too irrelevant.

Sales at a global financial services company was high-pressure and high-stakes, with sellers expected to lead consultative conversations with sophisticated clients (often major banks) on topics like embedded payments, cardless transactions, and complex data products.

But training didn't keep up. Content came in the form of dense slide decks, repurposed as static e-learning. Sellers tuned out.

The message from the field was clear: If this training doesn't help me sell, I'm not going to do it.

The sales team needed something different: faster, more relevant, and built specifically for them.

The solution: A sales academy that resonates with busy sellers



A newly hired sales enablement leader saw an opportunity. Instead of defaulting to the old onboarding playbook, she partnered with Guild to launch something better: a cohort-based learning experience through Guild Academy.

Sellers would learn together, apply knowledge in real time, and engage with real stories from top-performing peers. The program delivered three unique advantages:

1. Custom, relevant content
2. Interactive learning that sticks
3. Friendly competition and chatter in-platform

1. Custom, relevant content

The Academy team created videos of the top-performing sellers. Their real-world insights became part of the learning experience, blending product knowledge with authentic, relatable stories.

2. Interactive learning that sticks

The modules incorporated reflection prompts, quizzes, and check-ins to make learning active — not passive. This wasn't about reading slides; it was about applying ideas in real time.

3. Friendly competition and chatter in-platform

Guild Academy's platform mimicked social media behavior: polls, mentions, comments, and leaderboards turned training into a conversation. Sellers leaned in.

The pilot quickly expanded beyond onboarding for North American sellers. Veteran sellers opted in. Guild Academy became the foundation for seller enablement across the region.

To validate impact, the team ran an A/B test comparing Guild Academy to the company's existing learning platform. The content was identical. The experience wasn't. In Guild Academy, sellers discussed ideas, shared strategies, and learned from one another. On the legacy platform, they completed requirements and moved on.

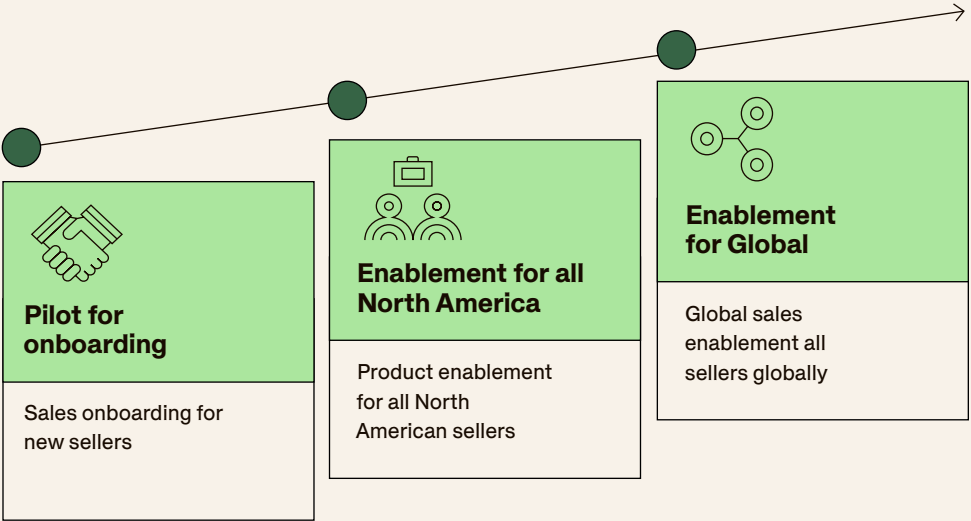
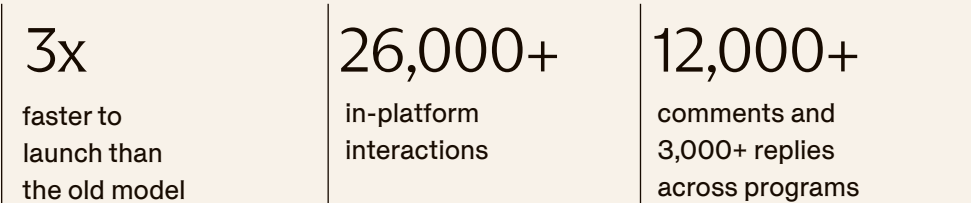
By the end of its pilot, Guild Academy didn't just outperform — it earned leadership buy-in.

Scaling what works: From pilot to global rollout

What started as onboarding in North America became the blueprint for product training company-wide. The team came up with a repeatable structure:

What's the client problem? → What's our solution? → How do we close?

They built programs around real deals, embedded real seller voices, and brought them to life in weeks, not months. The data spoke for itself:



Now, with leadership buy-in, the company is rolling out Guild Academy globally, with a three-year plan to reach **5,000 sellers worldwide**, delivering onboarding, product enablement, and beyond.

The outcomes:
Real learning, real
business impact

93%

of participants reported
increased confidence in client
conversations

3x

increase in net-new
qualified opportunities
among trained sellers

The results were enviable by any L&D benchmark. On average, start rates reached 88%, and 82% completed the full program. In the specific case of the company, these numbers far surpassed those of its existing platform and benchmarks for non-mandatory training. And learner interactions — comments, replies, and reactions — flowed in at more than twice the required level in the platform, a clear sign that the learning was resonating.

But the best results by far were those driving real business impact:

- **93% of participants reported increased confidence in client conversations**
- **3x increase in net-new qualified opportunities among trained sellers**

Why it worked: Relevant, social, customizable

Three things made this approach stick:

- 01 Relevance** | The training wasn't theoretical. It was built from real deals, featuring real sellers, and designed around client conversations. That authenticity made it valuable from day one.
- 02 Social engagement** | Sellers are competitive and collaborative by nature. The Academy supported and amplified this natural tendency with built-in social touchpoints like comments and leaderboards.
- 03 Customizable at speed** | By customizing content to fit the needs of the sellers, the experience offered the information they needed, when they needed it — which was fast.

Learn how Guild Academy can help
build high-performing teams at
scale for your company.

Talk to an expert