



How Aptivio Shortened Sales Cycles by 30%

Aptivio's reps could win over a technical champion and still lose the deal to an economic buyer they never learned to read. Dextego turned that gap into a coachable skill and gave leadership a way to measure it.

30% Shorter sales cycles	50% Reduction in top-talent attrition	21x Increase in employee engagement
--	---	---

AT A GLANCE

Industry	B2B SaaS — AI-powered buyer intent and revenue growth platform for marketing and sales teams
Headquarters	New York, NY, with an R&D team in Lisbon, Portugal
Sales motion	Complex, enterprise software sales involving both technical evaluators and economic buyers
Dextego use case	Stakeholder-specific pitch roleplay, tied directly into quarterly sales performance reviews

THE CHALLENGE

"Before Dextego, our reps would nail the conversation with the champion but fumble with the economic buyer. We were losing winnable deals because they couldn't adapt their approach for different stakeholders."

— Guy Mounier, CEO, Aptivio

Aptivio sells sophisticated AI software into revenue teams, a deal that rarely closes on one conversation. Reps could consistently win over their technical champion, then lose momentum the moment an economic buyer with a different set of priorities entered the room.

The team ran roleplays at its sales kickoffs, but leadership didn't have the bandwidth to reinforce that training with ongoing 1:1 coaching. Without repetition, the skills faded between kickoffs and deals took longer to close as a result, with morale slipping along the way.

WHAT THE SALE ACTUALLY REQUIRED

Aptivio had never formally evaluated soft skills as part of its sales process. But closing a complex, multi-stakeholder software deal meant reps needed to:

1. Identify the true role each stakeholder played in the decision
2. Craft a distinct value proposition for each decision-maker, rather than one generic pitch
3. Navigate objections from technical evaluators without losing the deal's momentum

None of that was something a quarterly pipeline review could measure.

THE SOLUTION

Aptivio built Dextego directly into its core quarterly sales performance review process with insights on their coachability, adherence to their consultative sales process, and stakeholder-specific messaging.

Reps used Dextego to roleplay their actual deals: staying on-script, handling objections in real time, and adjusting their pitch to whoever was across the table, rather than relying on a single generic pitch for every buyer.

"Our collaboration with Dextego is revolutionary. It empowers us to elevate our product offering by placing a strong emphasis on the critical aspects of soft skills development transforming sales pitching, perfecting active listening, and mastering the art of tailoring communication to the target persona."

— Guy Mounier, CEO, Aptivio

THE RESULTS

Since integrating Dextego into its sales process, Aptivio has cut its sales cycle by 30%, reduced attrition among top sales talent by 50%, and seen a 21x increase in employee engagement without adding a single manager-hour to run more 1:1 coaching.

"Dextego's AI Coach is a huge benefit to arm your salespeople with the skills they need to pitch and better communicate with prospects."

— Guy Mounier, CEO, Aptivio

FINAL THOUGHTS

For Aptivio, the fix wasn't more roleplay time at the next kickoff — it was making stakeholder-specific coaching a standing, measurable part of how the company develops its sales team, deal by deal, quarter after quarter.

Win the deals your sellers almost won.

See how Dextego's AI coaching can do for your team what it did for Aptivio.

[Book a demo](#) [Start for free](#)