



How a 100-Year-Old Generator Distributor Increased Close Rates by 15%

Nixon Power's deals move through multiple stakeholders — plant managers, technical evaluators, and economic buyers who often surface late. With Dextego, every rep now walks into those conversations having already practiced them.

20% Improvement in pitch delivery	15% Increase in close rates	25% Faster deal closures
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AT A GLANCE

Industry	Power generation equipment, service, and rental — authorized Kohler/Rehiko dealer and distributor
Company size	325+ employees across 20 locations in the Midwest, Southeast, and Mid-Atlantic
Founded	1914 — 100+ years in business, 13-time Rehiko (fka Kohler) Distributor of the Year
Sales motion	Complex, multi-stakeholder industrial equipment sales
Dextego use case	Deal-specific pitch practice, objection handling, and coaching at scale

THE CHALLENGE

Nixon Power rarely sells to one person. A single generator deal can touch a plant manager, a facilities engineer, and a finance lead who doesn't show up until the deal is nearly signed. Across 20 locations and 325+ team members, three recurring stakeholder problems kept derailing pitches:

- **The silent economic buyer** who appeared at the eleventh hour, after the pitch had already been built around the wrong priorities.
- **The technical evaluator** who came in with rigid, hard-to-anticipate requirements that reps weren't prepared to answer.
- **The internal influencer** who wasn't engaged early enough to build support before the final decision was made.

Fixing this one rep at a time, through manager 1:1s alone, wasn't going to scale across a sales team this size. Nixon Power needed a systematic, repeatable way to prepare every rep for every stakeholder — not just the ones already selling well.

THE SOLUTION

Nixon Power rolled out Dextego's AI coaching platform so reps could rehearse the real conversation before it happened — not review it afterward. Ahead of high-stakes calls, reps used Dextego to practice script adherence, objection handling, and stakeholder-specific messaging with a consultative approach built for exactly this kind of complex sale.

The impact went beyond individual pitches:

- **Consistent messaging** across the entire sales team, so Nixon Power's value proposition held up no matter which rep was in the room.
- **Faster knowledge transfer** as senior reps' hard-won instincts became practice scenarios newer team members could learn from directly.
- **Rep self-awareness** as reps got direct, data-backed feedback on where they were strong and where they needed work.
- **Targeted coaching** once performance analytics surfaced shared gaps across the team — like consistent difficulty justifying price increases — letting managers coach the real problem instead of guessing.
- **Coachability data** gave managers a read on how receptive each rep was to feedback, so coaching style could match the person.

THE RESULTS

Since rolling out Dextego, Nixon Power has seen a 20% improvement in pitch delivery, a 15% increase in close rates, and deals closing 25% faster without adding headcount or pulling reps off the field for training.

"Dextego offers a scalable learning solution that enhances our team collaboration and improves our sellers' confidence."

— **Natalie Nixon, Marketing & Sales Enablement Manager, Nixon Power Services**

SUSTAINING THE GAINS

Nixon Power built Dextego into how the sales organization operates day to day, not as a one-time training push:

- **Weekly executive reviews** of Dextego insights inform strategic decisions and resource allocation.
- **A performance recognition framework** ties recognition to measurable coaching improvements, not just closed deals.
- **A closed-loop feedback process** routes frontline feedback into quarterly enablement updates through cross-functional working groups, AI-powered trend analysis, and real-time coaching

adjustments.

The result is a self-reinforcing cycle: data informs strategy, recognition motivates reps, and frontline feedback keeps sharpening the coaching itself.

Win the deals your sellers almost won.

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

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