



FUNNELX CUSTOMER SUCCESS STORY

Onboarding new SDRs in record time with daily AI roleplay

Cover photo — the Acerta team at work
on a case file

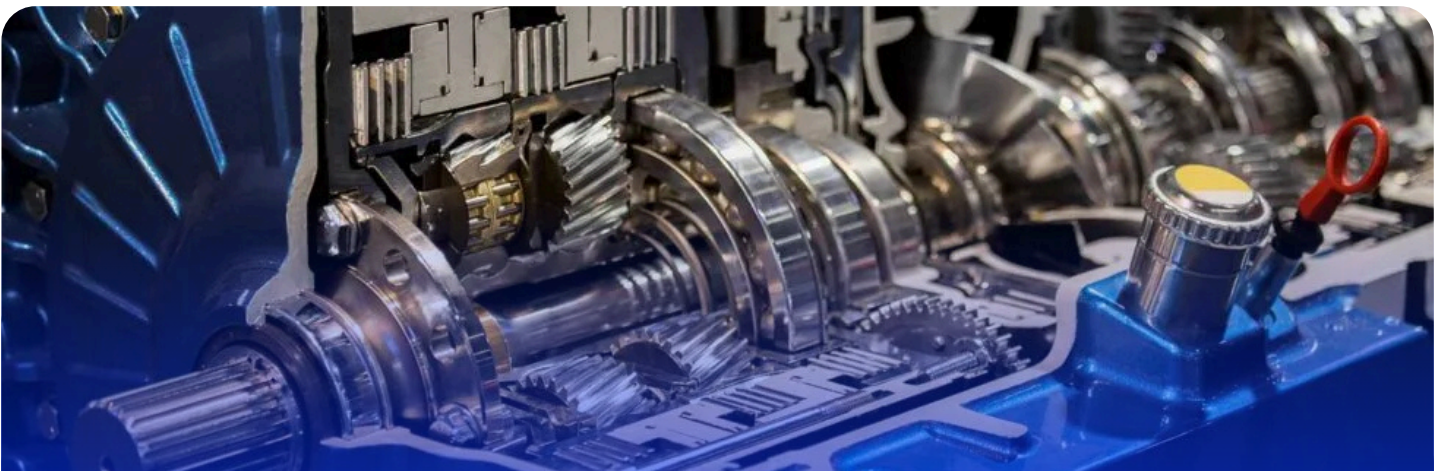
How a manufacturing technology company used FunnelX to get value “right out of the box,” turning AI roleplay into a daily practice habit that keeps the team sharp in a low-connect-rate selling environment.

Overview

Selling AI-powered quality analytics to automotive and manufacturing executives is complex. Reps need to understand the specialized technology, speak the language of manufacturing engineers, and navigate multi-stakeholder buying committees – all while competing against legacy systems and internal status-quo bias.

For Acerta Analytics, a fast-scaling manufacturing technology startup, the challenge wasn't just onboarding new reps. It was finding a way to keep the entire sales team sharp when today's lower connect rates mean reps simply don't get as many live conversations to practice on. Each call counts more than ever, and the team needed a way to stay sharp.

FunnelX delivered immediate value for Acerta, helping them onboard new SDRs in record time, establish daily AI practice as a team habit, and build a foundation for deeper coaching as the platform becomes embedded in their sales motion.



About Acerta Analytics

Acerta Analytics (acerta.ai) is a manufacturing analytics company that uses AI and machine learning to help automotive and industrial manufacturers reduce the cost of poor quality. Their platform analyzes production data in real time to predict failures, reduce scrap, and improve yield, saving manufacturers millions in warranty costs and production downtime. With a growing client base of Tier 1 automotive suppliers and OEMs, Acerta's sales team must navigate highly technical conversations with engineering leaders, plant managers, and C-suite executives who are evaluating AI solutions for the first time.



THE CHALLENGE

Fewer live rep at-bats mean every swing has to count

Acerta's sales process is anything but transactional. Reps sell into manufacturing environments where buyers are often skeptical of AI, deeply technical, and accustomed to legacy quality management methods. The typical sales cycle is lengthy, involving multiple stakeholders from plant floor engineers to VP-level decision makers, each with different priorities and objections that reps had to be ready for.

Beyond the complexity of the sale, Acerta faced a reality that every modern sales team faces: lower connect rates. With fewer live conversations happening each day, reps don't get as many opportunities to practice – and there was no structured way for reps to put onboarding knowledge into action.

New reps needed to get up to speed quickly in a highly technical sale



Onboarding through shadowing and documentation alone was slow



Lower connect rates meant the team wasn't getting into enough conversations



Opportunities were lost due to reps that lacked confidence



Leadership had to spend time coaching reps individually on highly specific scenarios



The team needed to accelerate onboarding for new hires and provide ongoing practice opportunities for the entire team while delivering value immediately with a short implementation cycle.



THE SOLUTION

AI roleplay that feels like real customer conversations

Acerta partnered with FunnelX to deploy AI-powered sales roleplay and coaching across their sales and SDR team. What stood out immediately was how quickly the platform delivered results.



"We needed a partner that could deliver value fast – without a long implementation cycle."

ANGELA DRYSTEK

DIRECTOR OF MARKETING, ACERTA ANALYTICS

The platform was configured with scenarios that mirrored Acerta's actual customer conversations including the technical objections, the ROI questions, and the data integration concerns that manufacturing buyers raise. Reps began to practice discovery calls, objection handling, and product positioning in a realistic environment that prepared them for the real thing.

01

Easy scenario creation

build specific practice scenarios for different personas and conversation types quickly using internal documents they already had.

02

Scheduled daily practice sessions

that became part of the team's routine.

03

Realistic AI simulations

that mirrored real conversations closely enough to build genuine Acerta-specific selling skills.

04

Built-in coaching feedback

that scored each rep after every session and reinforced the right discovery, objection-handling, and positioning behaviors.

THE OUTCOME

Record-time onboarding and a team that practices every day

Record time

New SDRs onboarded and productive

Daily

Training sessions for every rep

2 weeks

To set up FunnelX for the reps

The results were immediate. Acerta onboarded new SDRs in record time. Reps were practicing realistic customer scenarios from day one rather than spending weeks passively reading documentation and shadowing calls. FunnelX gave new hires a way to build confidence and competence simultaneously. Because each simulation included automated coaching and scoring, reps were getting specific, repeatable feedback that managers would otherwise deliver one on one, freeing leadership to focus on strategic growth while raising the floor for the whole team.

Beyond onboarding, scheduled practice sessions became an essential part of how the team operates. In a market where reps may only connect with a handful of prospects each day, daily FunnelX sessions ensure the team stays sharp on discovery, objection handling, and product positioning, improving their efficacy in real conversations.



Acerta will roll out FunnelX's real-time coaching for live calls, extending the same feedback loop into active customer conversations and giving reps in-the-moment support when every connect counts.

After implementing FunnelX:

- ✓ Reps are onboarded quickly with less strain on the team
- ✓ Regular training has become a part of the sales team's culture
- ✓ Reps approach every sales conversation with higher confidence and effectiveness

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The simulations mirrored our customer conversations and helped us onboard new SDRs in record time. The scheduled practice sessions have become part of our daily practice and are essential to keep the team sharp since today's lower connect rates mean they don't get as many shots to practice.

We are getting value “right out of the box” with FunnelX and look forward to diving in deeper with the advanced coaching tools.

ANGELA DRYSTEK

DIRECTOR OF MARKETING, ACERTA ANALYTICS



Ready to give your reps the real training they need?

See how FunnelX's AI roleplay and coaching help reps onboard quickly, stay sharp with daily practice, and make every customer conversation count.

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