

SALES COMMAND CENTRE

Ivanti | AI-powered coaching rollout | Single Power BI dashboard

SITUATION / PROBLEM

Disparate data across systems and tools; limited visibility of leading indicators, including tool adoption, sales activities, decision-maker engagement and outstanding leads; time-consuming Salesforce administration; and opportunity coaching that could not scale.

TASK

Create a single source of sales intelligence to help leaders prioritise interventions, managers coach more effectively and sellers spend more time selling.

ACTION

Initiated, provided feedback on and rolled out an AI-enabled Sales Command Centre, integrating Salesforce, Microsoft Teams call transcripts, Command of the Message (CoM) sales methodology, MEDDPICC deal qualification and customer value drivers into a single Power BI dashboard. Designed to support opportunity assessment, manager prioritisation, territory planning and administrative automation.

RESULT

Initial rollout in Q2 2026, establishing a foundation for scalable, data-informed coaching. Productivity, adoption and commercial impact results, including value quantification, are still pending.

EXPECTED MEASURES

Approximately 3 hours of CRM administration time saved per seller per week (target); coaching coverage; improved opportunity qualification quality and win rate; and more focused manager coaching on the activities and behaviours that drive results.

Note: Expected measures are targets and hypotheses, not verified post-rollout results.

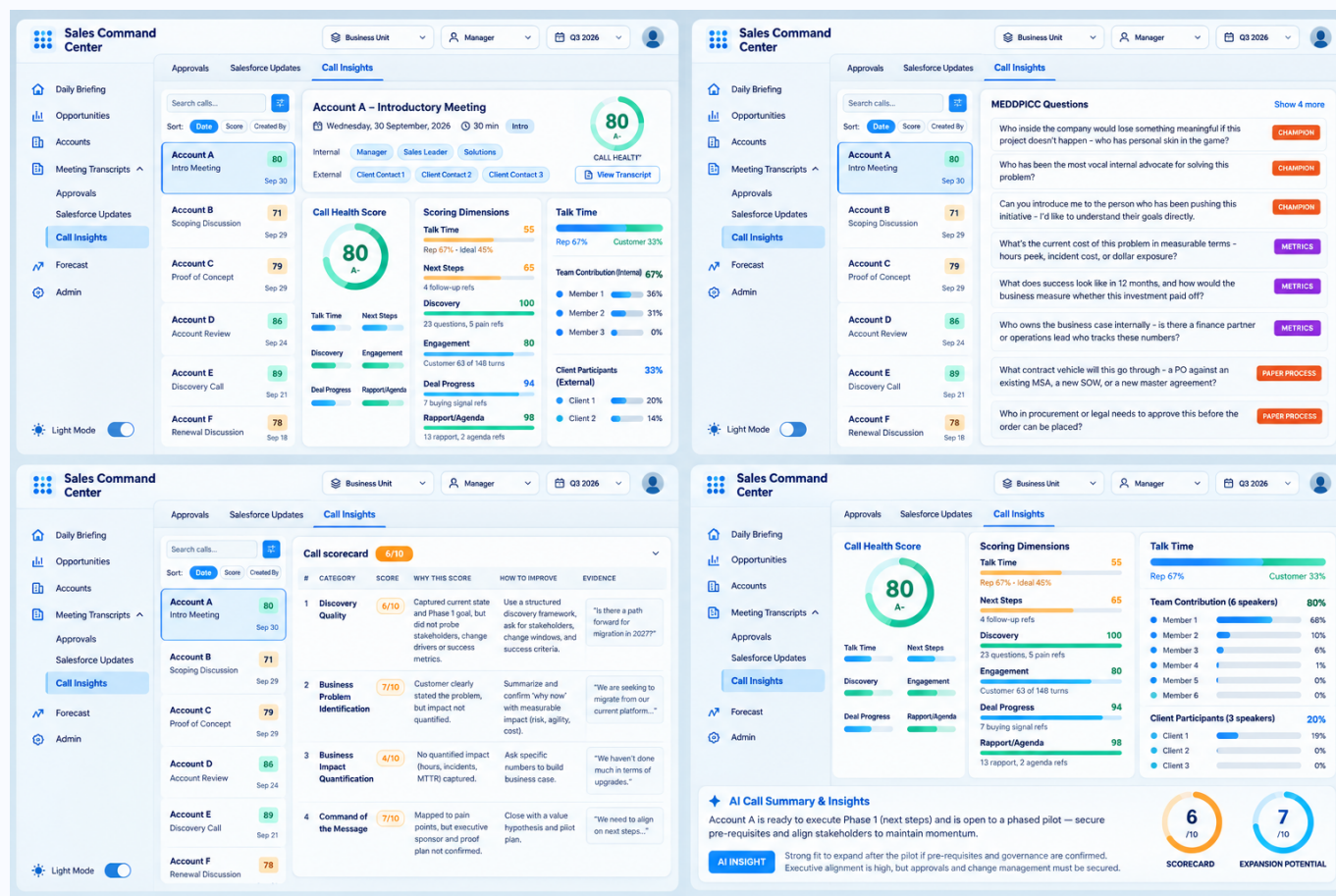
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Ivanti | AI-powered coaching | Supporting dashboard views



CALL INTELLIGENCE & COACHING VIEWS

Illustrative interface views: call health, MEDDPICQ prompts, scorecards and AI insights.



Designed to connect call evidence, qualification, value drivers and manager coaching.

Dashboard screenshots are supporting illustrations, not measured impact results.