

Customer Success Story — Ventairy × Convinco

Stop Paying to Learn. Start Selling Now.

How Ryan Holanda and Ventairy replaced a \$4,748/year training budget with immediate sales execution using Convinco.

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\$4,748 Saved per year per 25-person team	Day 1 Time to execution with Convinco	0 Months of theory before selling
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THE PROBLEM

Traditional Sales Training Was Slowing Growth

Legacy programs were built for a different era. They cost a fortune, deliver slowly, and teach theory to people who need to be selling right now.

- 12-Month Contracts, Locked In**
Annual commitments with no flexibility, even when results don't materialize.
- Months Before Seeing ROI**
Teams spend quarters in coursework before applying a single sales technique.
- Theory-Heavy, Practice-Light**
160-hour modules crammed with frameworks that don't map to real selling situations.
- Time Away from Prospecting**
Every hour in training is an hour not spent generating pipeline.
- Generic, One-Size-Fits-All Content**
Not built for active sellers with real deals, real objections, real quotas.

ANNUAL COST TO TRAIN

\$4,748

per year / 25-person team

Traditional mentorship and course programs in Brazil — before Ventairy chose Convinco.

Platform license fee	↑ High
Monthly mentoring sessions	↑ Variable
Implementation delays	↑ Months
Selling time lost	↑ Significant
Total hidden cost	Very High

"The fee was never the real problem. It was the lost selling time."

CLIENT STORY

Using Convinco instead of traditional courses and mentorships in Brazil allowed me to move much faster. Instead of spending months learning, I can execute immediately and rely on Convinco where needed, at a lower cost.

RH Ryan Holanda
Commercial Representative, Ventairy

Why Ventairy Chose Speed Over Theory

Ventairy is a growing commercial team operating in a competitive market. Like many SMBs, they faced a familiar problem: they needed their people selling — not studying.

Ryan Holanda had experienced traditional training programs firsthand. The 160-hour modules. The monthly mentoring delays. The cost. The waiting. By the time sellers were "ready," entire quarters had passed.

With Convinco, Ventairy broke that pattern entirely. Ryan could get real-time guidance during live prospecting, handle objections with confidence on day one, and negotiate with support available precisely when it was needed — not three weeks later after the next module unlocked.

The shift wasn't just financial. It was philosophical: learn while selling, not before.

THE SOLUTION

Immediate Execution with Convinco

Convinco is built for active sellers. Not students. Every feature is designed to support revenue-generating activity in real time.

Real-Time Sales Support Get answers and guidance during live selling situations — not after the fact, when it's too late to matter.	Prospecting Guidance Identify, qualify, and reach out to prospects with structured support built for active commercial teams.	Objection Handling Turn common blockers into closing opportunities with practical frameworks available on demand.
Negotiation Guidance Navigate complex deal dynamics with confidence — pricing, terms, pushback — with Convinco as your co-pilot.	Faster Team Ramp-Up New hires reach full productivity in days, not months. Immediate value from day one of onboarding.	Fraction of the Cost No 12-month contracts. No bloated license fees. Pay for a tool that works while your team is already selling.

THE SHIFT

Before Convinco vs. After Convinco

<p>BEFORE Traditional Training</p> <ul style="list-style-type: none"> ✗ 160-hour curriculum modules before selling ✗ Monthly mentoring delays — support when it's convenient, not when needed ✗ \$4,748+ annual fees with long-term contracts ✗ Months before implementation produces results ✗ Generic content not built for active sellers ✗ Zero revenue contribution during ramp period 	<p>AFTER CONVINCO</p> <ul style="list-style-type: none"> ✓ Instant answers — support available the moment it's needed ✓ Practical guidance during real selling situations, not simulated ones ✓ Significantly lower spend — no annual lock-in ✓ Revenue-first execution from the very first day ✓ Daily sales leverage that compounds over time ✓ Better commercial agility across the entire team
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BUSINESS IMPACT

The Hidden Cost Was Never the Course Fee. It Was Lost Selling Time.

Every week a seller spends in training instead of prospecting is pipeline that never existed. Convinco eliminates that trade-off entirely.

Day 1 Execution from day one of onboarding	-10X Lower cost vs. traditional training	100% Selling time preserved during ramp-up
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FASTER SALES READINESS Immediate	MORE PROSPECTING HOURS Full Capacity	COMMERCIAL AGILITY Compounding
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THE OLD FORMULA

- Study First**
Weeks or months in modules before touching a prospect
- Wait for Mentoring**
Monthly sessions, delayed feedback, generic advice
- Sell Later (Maybe)**
If you haven't churned, burned out, or forgotten it all

THE CONVINCO WAY

- Start Selling Immediately**
Real-time guidance available from day one
- Learn While Generating Revenue**
Every deal is a lesson. No downtime, no delay.

WHY IT MATTERS

The Old Formula Is Broken

Traditional training operates on a flawed premise: that sellers must be educated *before* they can be productive. In practice, this just means weeks or months of zero pipeline contribution.

Convinco flips this model entirely. Sellers learn while selling — getting guidance exactly when they need it, in the context of real situations. The result isn't just lower cost. It's a fundamentally different relationship between and performance.

For growing commercial teams, the compounding effect is significant. Every day your team sells confidently is a day you're building pipeline. Every day in theory-based training is a day you aren't.

"Remove downtime. Accelerate revenue generation. Give your team leverage."

GET STARTED

Give Your Team Leverage

Stop paying for theory. Start executing now. Join companies like Ventairy who replaced expensive training with immediate results.

Try Convinco Today →

www.convinco.co