

CASE STUDY · TRAVEL TECH

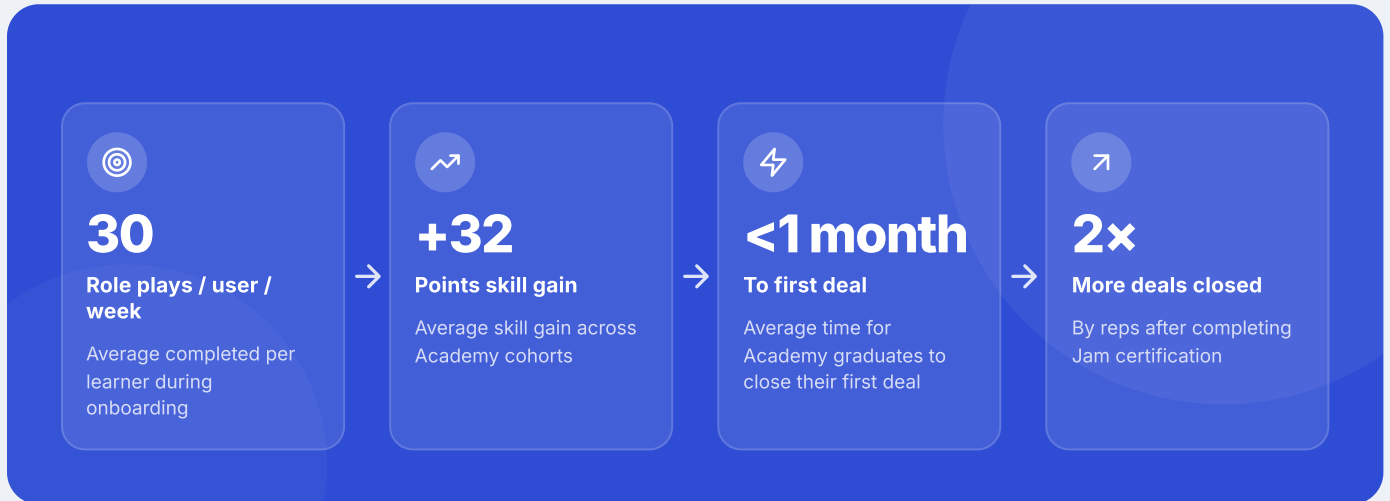
# Sales onboarding, reinvented.

How GetYourGuide built a world-class global sales academy with Jam at the heart.

## BUSINESS IMPACT AT A GLANCE

# From Practice to Performance — The Results

When GetYourGuide set out to scale sales enablement globally, the goal was clear: bringing structured, practice-based coaching to a fast-growing global sales organization.



## ABOUT THE CUSTOMER

## GetYourGuide

GetYourGuide is a leading online marketplace for travel experiences, connecting millions of travelers with 200,000 tours, activities, and attractions across 18,000 cities.

With offices spanning Europe, the Americas, and APAC account executives and account managers, the company operates at significant scale, with significant complexity. Sales reps sell into highly diverse markets, often in their native languages, and serve a diverse supply partner base unlike any traditional SaaS company.

Travel Tech · Online Experiences Marketplace

**INDUSTRY**  
Travel Tech · Online Experiences Marketplace

**HEADQUARTERS**  
Berlin, Germany · 16 offices worldwide

**SALES ORG**  
Global AE & AM teams across Europe, Americas & APAC

**USE CASES WITH JAM**  
Sales onboarding · Skills-based certification · Multilingual training

**90+** NATIONALITIES    **200K** EXPERIENCES    **18K** CITIES SERVED

## 01 · THE OPPORTUNITY

# Scaling Enablement Globally

When GetYourGuide set out to scale sales enablement globally, the goal was clear: bringing structured, practice-based coaching to a fast-growing global sales organization.

## Structured Coaching for a Growing Global Sales Team

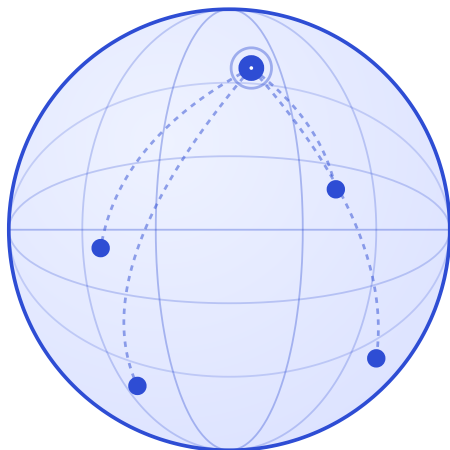
When Shehmir Shaikh joined GetYourGuide as its first dedicated sales enablement professional, he saw a clear opportunity: bringing structured, practice-based coaching to a growing global sales team.

For a GetYourGuide AE, success hinges on convincing sales conversations: clearly explaining GetYourGuide's marketplace model, articulating its value to supply partners, and guiding them through the decision to join the platform. Building those skills at scale, across multiple offices and dozens of languages, called for a new approach. That's where the partnership with Jam came in.

## Jam in a Nutshell: A Flight Simulator for Sales

What set Jam apart wasn't just the feature set, but a shared philosophy about how professionals actually acquire new skills. Repeated practice with personalized feedback is what really drives skill acquisition. This is exactly what Jam offers.

Jam is an AI-powered sales coach that builds skills through active practice — realistic simulations that mimic the exact sales conversations reps need to master. Just as pilots log hundreds of hours in a simulator before their first flight, Jam lets reps practise the toughest conversations they'll face in a safe environment, with instant coaching after every attempt.



## A GLOBALLY DISTRIBUTED SALES ORG

### From one Berlin HQ to 16 offices across three continents.

GetYourGuide's reps sell into highly diverse markets, often in their native languages, and serve a supply base spanning 18,000 cities worldwide. Any enablement program had to work everywhere — not just in headquarters.

- Berlin (HQ)
- New York
- São Paulo
- London
- Bangkok
- Sydney
- Tokyo

## 02 · THE SOLUTION

# The AE Academy, Powered by Jam

With Jam in place, Shehmir's team redesigned GetYourGuide's onboarding from the ground up. The result: the AE Academy — a cohort-based program with Jam's AI-powered sales conversation simulations at its core. Every simulation was built from scratch to mirror the exact supplier interactions GetYourGuide AEs face in the field — from convincing tour operators and activity providers to partner with the platform, to handling the toughest pricing objections across dozens of markets and languages.



## From Berlin to Bangkok

Before Jam, consistent training across 16 global offices was a structural challenge. With 90 nationalities represented across the company, there was simply no scalable way to give everyone the chance to practice real-life sales situations in the language they'd actually use.

Jam solved that. On-demand simulations in any language meant the team could run a standardized, high-quality program, without speaking every language, and without placing the coaching burden on local managers alone.



## The Rarest Thing in Sales Enablement: Reps Who Ask for More Training

Getting sales reps to engage with training is hard. Getting them to keep coming back for more is something else entirely, and that's exactly what happened across GetYourGuide's Academy cohorts.

Completing an average of 30+ simulations per week, reps made their first real calls having already worked through the toughest conversations dozens of times without burning a single lead.

Many reps who passed their missions with less than perfect scores even went back voluntarily to continue improving: "I will not accept anything less than 100" became a common refrain. By the end of the Academy, even the most hesitant learners had turned around completely.

That enthusiasm didn't stay in the training room. When reps returned to their local offices, they became the program's loudest internal advocates, driving the organic buzz that spread Jam across GetYourGuide's global sales org. The numbers told the same story:

**94%**

RECOMMENDED THE PROGRAM TO OTHERS

**4.2/5**

AVERAGE JAM ROLE PLAY RATING

**Top 3**

COLD CALL PRACTICE — MOST VALUED LEARNING ACTIVITY



## No More Gut Feels

For sales leaders, one of the hardest questions in onboarding is: how do I know this rep is actually ready? A written test can confirm someone has memorised a process. Only a realistic simulation can confirm they can perform under pressure.

The AE Academy introduced GetYourGuide's first formal skills-based seller certification: a Jam realistic, challenging, simulated sales call that reps had to pass to complete onboarding. For the first time, Shehmir and sales managers had an objective signal of readiness — proven performance under realistic conditions, across specific conversation types, before a rep ever spoke to a real supplier.

## 03 · THE BUSINESS IMPACT

# Results That Speak for Themselves

The love the reps had for the onboarding Academy translated into clear impact on their sales performance.

## Reps Close Faster

Academy graduates are hitting the ground running, closing their first deals within their first month on the job. That early momentum carries forward: ramp time, which previously stretched to three or four months, is already coming down to under three months and, in some cases, even lower.

*"Almost everyone who went through the onboarding and completed the Jam certification has closed at least one deal in their first month."*

— Shehmir Shaikh, Sales Enablement, GetYourGuide

## Even Seasoned Reps Perform Better with Jam

GetYourGuide also invited existing reps — those who had joined the company before the Academy existed — to go through Jam's certification. The results were striking. Deliberate practice isn't just for new hires; it moves the needle for everyone.

*"After going through the Jam certification, reps closed 1.5, if not 2x the number of deals they were closing before."*

— Shehmir Shaikh, Sales Enablement, GetYourGuide

## Managers Save Time

Before the Academy, onboarding a single new hire consumed almost an entire month of a manager's bandwidth: coordinating training sessions, finding buddies, scheduling subject matter experts, and running role plays — all while managing their team and hitting quota. With Jam handling the training and practice, managers can focus on what they're hired to do: managing the pipeline and developing their teams.

*"The managers went from doing everything to doing what they're actually hired to do. Managers are super happy and incredibly thankful for this."*

— Shehmir Shaikh, Sales Enablement, GetYourGuide

## Early Intervention, Before It Gets Expensive

Before the Academy, there was no structured way of knowing how a new hire was truly developing until months into the role. By the time performance gaps became visible, they had already become expensive in terms of lost leads, management time, and missed targets.

Now, Jam's performance data — combined with certification results and regular manager check-ins — gives sales leaders clear, early signals of where each rep needs support. If someone is struggling with a particular conversation type, the team knows early, and can step in with targeted coaching long before a small gap becomes a costly one.

## 04 · WHAT'S NEXT

# Beyond AI Role-Plays

## THE NEXT FRONTIER

## Real-Call Evaluation

The next frontier is real-call evaluation. By bringing Jam's coaching framework into live supplier calls, every real customer interaction becomes a coaching moment — giving reps structured feedback on their actual performance, and giving sales managers a continuous, objective view of how each rep is progressing in the field. Rather than practice and performance existing in separate worlds, the two become part of the same feedback loop.

## Ready to build a world-class sales academy?

Get in touch with Jam and see what's possible for your team.

[Schedule a Demo →](#)

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