



Industry: Direct Selling

Solution: Sales Enablement



The Results

260%

average sales growth per campaign among active reps versus their non-active peers

6.8X

higher task completion rates among engaged users. With clear guidance and AI-driven activities

2X

faster month-to-month sales growth for newly enrolled active distributors



Empowering 500,000+ Beauty Entrepreneurs: How Yanbal Scaled Sales and Field Success

About the Client

Since 1967, Yanbal has been a trailblazer in the direct selling space, empowering women across Latin America to become independent beauty entrepreneurs. With a presence in nine countries and a product portfolio spanning makeup, fragrance, and jewelry, Yanbal fuels its mission through a global footprint – including a design hub in New York and an innovation lab in France. Today, over 500,000 active sellers rely on Yanbal to grow their businesses – and Rallyware to accelerate their success.



Website

rallyware.com

Sales inquiries

sales@rallyware.com

Phone

(877) 858-8857



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The Field Bottleneck: Manual Onboarding, Low Engagement, Slowed Productivity

Yanbal's leadership team knew they needed to evolve. Despite a passionate and growing sales force, the company faced challenges with low task completion rates, slow onboarding, and inconsistent rep engagement. **Key gaps included:**

1. **Low visibility** into which reps were active and performing

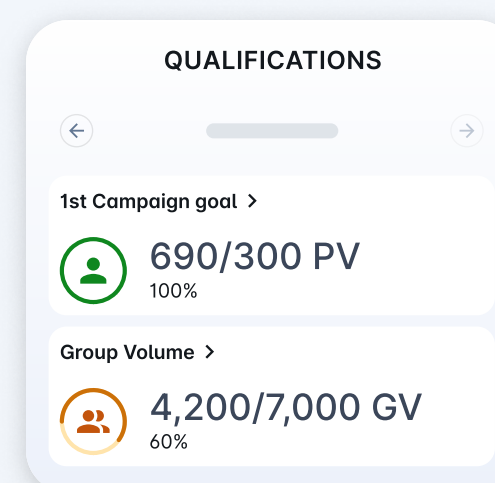


Participants

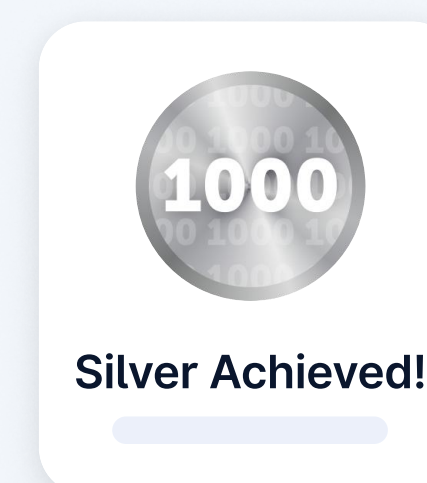
All communities

#	NAME	TOTAL SALES	
		MONTHLY SALES	WEEKLY SALES
1	Sten Miles General Manager	<div></div>	<div></div>
2	Rickie Baroch Manager	<div></div>	<div></div>
3	Alla Hakopa Chef	85 474 678 84 434 735	342 125

2. **Inability to track the ROI** of learning and enablement efforts



3. **A fragmented field experience** that lacked structure and motivation



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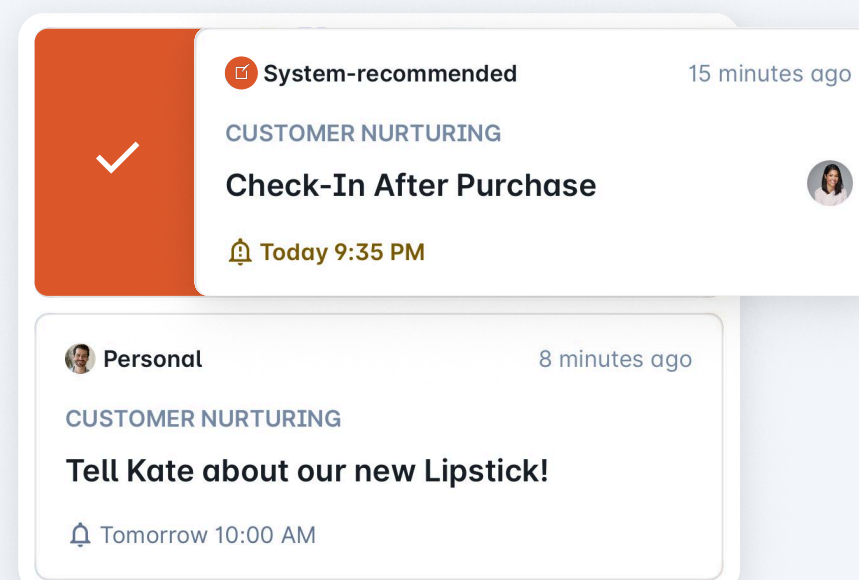


The Rallyware Effect: One App, Many Wins

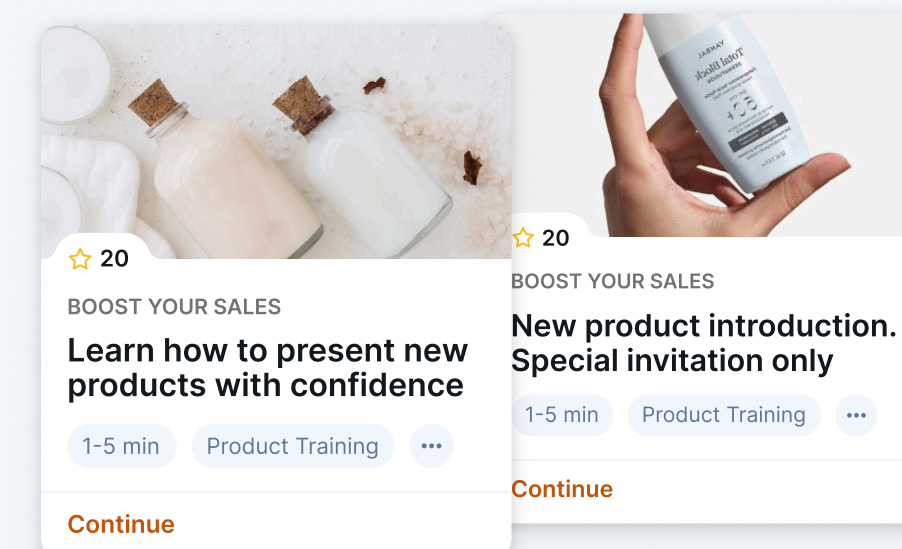
Yanbal partnered with Rallyware to unify its field sales enablement efforts into one mobile-first, AI-native, intelligent platform – becoming a single destination for tasking, onboarding, training, communications, and performance tools.

Key solution highlights included:

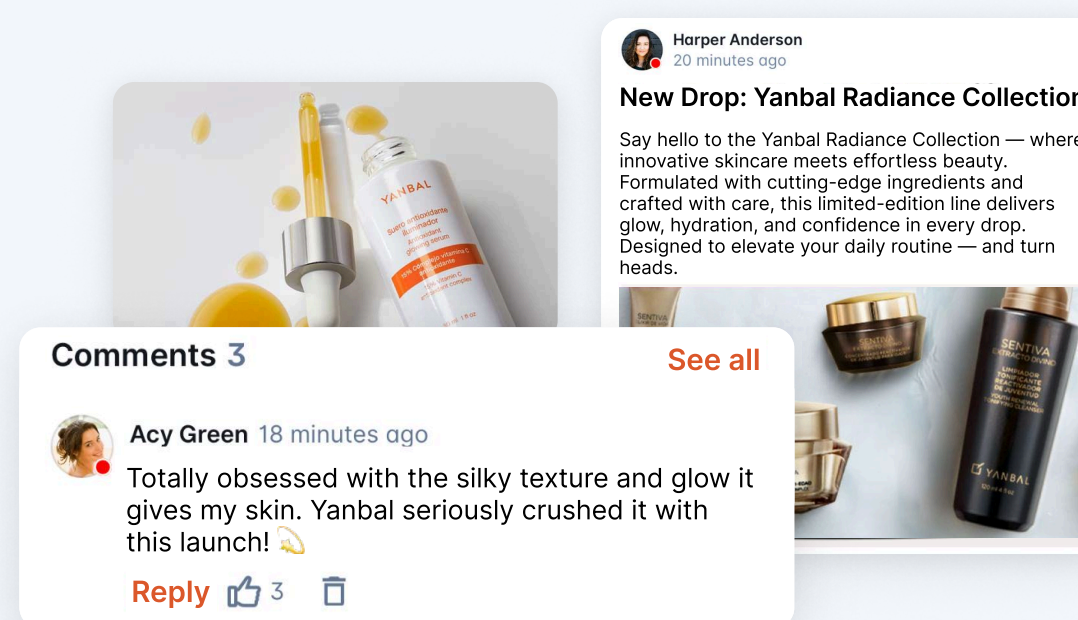
- 1. Automated Activities:**
AI-driven tasks tied to behavior, rank, and performance thresholds



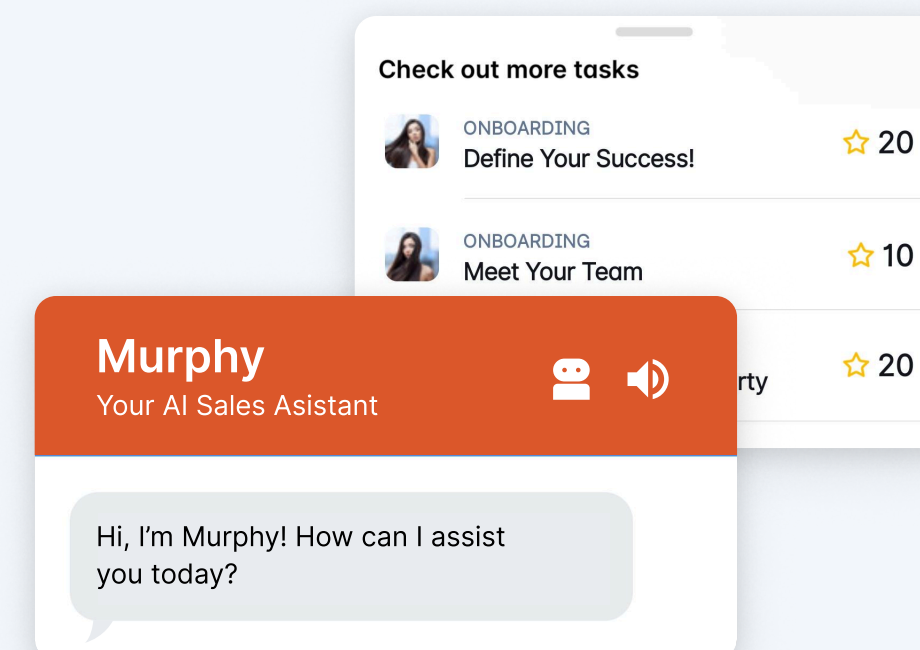
- 2. Smart Onboarding Journeys:**
Personalized step-by-step experiences that guide new distributors to productivity from day one



- 3. Two-Way Communication:**
In-app messaging and communities for quick answers and announcements



- 4. Official Field Sales Companion App:**
A white-labeled, AI-native mobile app adopted widely by the field



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These weren't just vanity metrics – they reflected real momentum in the field. Sellers were not only learning more; they were applying that knowledge in ways that directly moved the business forward.

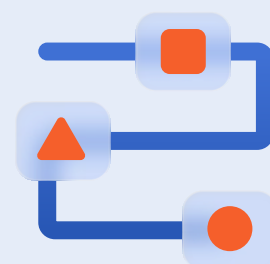


What Changed: Tangible Business Impact in 3 Campaigns

Within the first three campaign cycles post-launch, Yanbal saw measurable results. Rallyware's data-driven approach didn't just improve task completion – it drove real sales outcomes:

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average sales growth per campaign among active reps versus their non-active peers. Reps who engaged with Rallyware's personalized tasks and learning modules were significantly more productive than those who didn't.

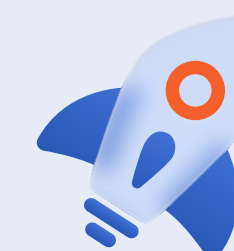


6.8X

higher task completion rates among engaged users. With clear guidance and AI-driven activities, sellers stayed focused and consistent, completing the actions most correlated with growth – whether outreach, training or promotional execution.

2X

faster month-to-month sales growth for newly enrolled active distributors. By delivering a structured onboarding journey through Rallyware, Yanbal ensured that new reps launched faster, gained confidence quickly, and started generating revenue sooner.



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Why It Worked: Precision-Guided Performance

Rallyware didn't just digitize Yanbal's training. It embedded intelligent, real-time enablement workflows into every rep's daily actions. Whether it was helping a new seller place their first order or nudging a top performer toward their next rank, Rallyware made it easier for every distributor to act with purpose – and see results quickly.

By integrating smart tasking, learning, and communications into a unified, easy-to-manage field sales enablement platform, Yanbal saw a measurable lift in engagement and revenue across their distributed field.



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