

Champion Masterclass

Building the Skills to Identify, Build, Test and Broaden Champions to Win More Deals



PLURALSIGHT'S CHALLENGE

Pluralsight is a leading tech-skills platform helping software, IT, and creative teams build critical capabilities through on-demand courses and real-time insights.

The rapid rise of AI shined a light on a fundamentally new selling motion for Pluralsight: larger deals, broader buying groups, and a consensus-based process spanning numerous stakeholders. Pipeline wasn't converting at the rate it should. The root cause pointed to a lack in the enterprise-selling muscle this motion demanded: identifying the right Champion, developing them, testing them over time, and building consensus across the buying group. Having already partnered with Budburst to build a shared language for value, Pluralsight returned to solve the next problem: knowing who in their deals could carry that message forward for them when they're not in the room.

WHAT BUDBURST DID

- Built a complete Champion Strategy curriculum spanning qualification, building, testing, consensus strategy, and post-sale transition.
- Developed Pluralsight leaders as active co-presenters and facilitators, ready to partner in core content delivery and lead breakout groups.
- Designed an AI-powered Champion Scorecard - an interactive tool for reps to pressure-test whether a contact is a true champion or just a coach.
- Prepared managers with a coaching framework and the questions to inspect champion strength so accountability continues beyond the workshop.
- Designed and delivered two facilitated workshops, each pairing a half-day leadership session with a full-day team enablement.

LEADERSHIP PERSPECTIVE

"The biggest win is confidence. Reps are testing their champions, managers are coaching to the gaps, and that gives us a much clearer read on every deal in the forecast."



Brady Nagy, EVP Sales

THE RESULTS

86%

of participants left with a specific, named action to test a champion in their most important deal.

46%

of participants recognized their "Champion" in an active deal was not operating as one

+65.9 NPS

(avg 8.9 of 10) across participants in two global markets.

Downstream metrics will be tracked to monitor the success of the program, including pipeline conversion, deal velocity, and multi-threaded deal depth.

THE BUDBURST DIFFERENCE

Real Participant Feedback

- *"It was the most practical and actionable sales masterclass I've had."*
- *"I already tested my champions and wannabes... and will make this part of every account and deal discovery."*
- *"I never really thought about intentionally testing whether someone is truly a champion versus assuming they were based on a positive relationship. The framework was simple, practical, and immediately applicable."*