

MASTERSTROKE 2026

Building the case

FOR YOUR FRONTLINE

Make the hidden cost of an under-enabled frontline visible.

01

Human Intelligence

EQ + judgment

02

AI Augmentation

Data + speed

03

Extraordinary Experiences

Human + AI

Where frontline performance **actually** breaks

Three independent research studies from live Master-O platform data.

3,302

AI Roleplays

282,408

Assessments

20.5M

Competency data points

48%

Skill gap in objection handling — the weakest competency measured across 16 clients

1 in 3

Sales reps would fail the same assessment 90 days after passing it

15%

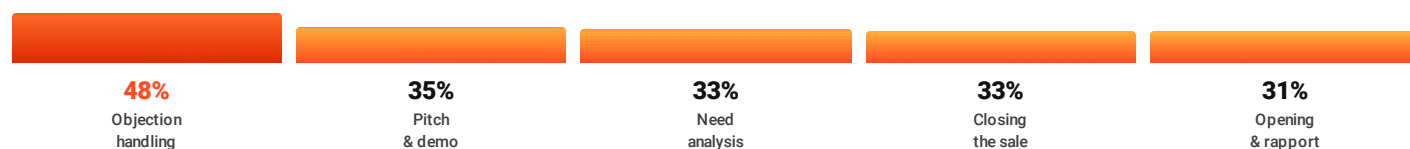
Reach mastery on a conversational roleplay — against 61% on a scripted one-way roleplay

46%

Skill gap on competitor knowledge across sales reps, across industries

1 The break happens at the point of resistance

Competency diagnostics



Skill gap by selling competency — reps hold up through the opening, the pitch and the close, then lose **roughly half the assessed standard** the moment they meet an objection.

2 What they know fades — but far more slowly than it should

Game-based assessments



Master-O learners — still passing the same assessment

Share of learners who would **still pass** the same game-based assessment. One in three fails at ninety days — yet **67% still sits 3.4x higher than the classical forgetting curve**, which puts unreinforced recall near 20% within a month.

What most reps are not doing

51% of reps score below 40% in an AI roleplay when a customer pushes back

Only **15%** reach mastery in a live conversation, against **61%** on a scripted pitch

Skill gaps run from **24% to 41%** depending on the client — the same roles, very different readiness

The average sales rep needs **3.81 attempts** before passing an assessment

What separates the strongest performers

Reps who pass assessments the first time reach mastery **44%** of the time — more than twice the rate of high-attempt learners

And they get there in half the elapsed time: **17 days against 36**

Months later they still clear the bar **83%** of the time, against **61%**

Reps given a second roleplay attempt gained **22 points** on average — a **142%** relative lift

So What

The gap is not talent and it is not effort. It is **rehearsal and reinforcement** — the two cheapest things to fix, and the two most often cut first.

Sources — Master-O usage data from 1st August 2025 to 31st July 2026 across select clients. Assessment data refers to Game-Based Assessments, and AI Roleplays refer to both One-way and Two-way (Conversational) roleplays powered by AI. The Ebbinghaus forgetting curve is a classical published benchmark shown for illustrative comparison and is not Master-O data.

The investment case

Using a template to build your company's investment case

An under-enabled frontline is not a cost you are deciding whether to take on. It is a cost you are **already absorbing** — spread thinly across four line items that no single owner ever sees together: **the performance gap (~30%), ramp drag (~39%), replacement cost (~15%) and training that fades (~16%).**

The template in the QR Code below sizes each of those from your own numbers, tests three impact scenarios and returns a three-year position with payback. The figures below are illustrative placeholders of a **250-rep organization**. Every data point in blue is meant to be replaced.

27%

of the identified leak captured —
deliberately conservative

3.2

months to payback on the year-
one investment

7.3x

benefit-to-cost ratio over three
years

5

tabs, from raw inputs to a
ManCom-ready summary

Build the case in six steps

- 1 Size the leak**
Open with what the gap already costs. A number your CFO recognises beats a capability narrative every time.
- 2 Name the capability share**
Separate what enablement can move from what it cannot. Defending a modest share beats claiming all of it.
- 3 Model three scenarios**
Conservative, base and ambitious. Present the base, and be ready to defend the conservative one.
- 4 Discount year one**
Adoption is never instant. Building the ramp in yourself is what makes the rest of the model believable.
- 5 Commit to measurement**
State up front what month six must show, and what you will do if it does not.
- 6 Present to CFO**
Pressure test your numbers with the finance team who have been through such approval conversations.

Get the template



Scan to download the Excel file

The Frontline Investment Business Case Template

A five-tab working model. Enter your headcount, revenue per rep, attrition and training spend — it returns the annual value leak, a three-scenario impact model, three-year ROI with payback, and a ManCom-ready executive summary that populates itself.

Tab 1 Inputs

Your numbers, with a source column for each.

Tab 2 Cost of status quo

The four leaks, sized annually.

Tab 3 Impact scenarios

Five levers across three scenarios.

Tab 4 ROI summary

Three-year return, payback, NPV.

Tab 5 Exec summary

The half page for your ManCom meeting.



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