

AI-POWERED SALES ENABLEMENT

Sales Reps Were Practicing on Live Prospects — So We Built Them an AI Coach

A PE-backed tech company's reps were burning expensive leads while learning on the job. KeyDelta built an AI voice agent that let them practice real customer conversations before touching a live prospect — lifting close rates 18 points and cutting ramp time by 35%.

+18 pts
CLOSE RATE

-35%
RAMP TIME

0
BURNED LEADS

8 wks
TIME TO BUILD

3.2x
ROI IN 6 MONTHS

THE SITUATION

A PE-backed mid-market technology company with 25+ sales reps was burning expensive leads. New reps were learning on live prospects — fumbling discovery calls, missing qualification signals, and losing deals that should have closed. The cost wasn't just lost revenue — it was damaged market reputation with hard-to-reach buyer personas.

- New reps took 90+ days to reach quota — practicing on real prospects the entire time
- Unqualified reps burning high-value leads that took months of marketing effort to generate
- No consistent discovery methodology — every rep ran calls differently with no coaching framework
- CTO and VP-level buyers were being mishandled by reps who didn't understand the persona
- Traditional role-play training was sporadic, unrealistic, and couldn't simulate competitive objections

THE APPROACH

KeyDelta designed and built a custom AI voice agent that transformed how the sales team trained — turning every practice session into a realistic, data-driven customer conversation:

- 1 Data & Persona Engineering**
Ingested sales call recordings via Whisper transcription, then chunked and embedded product collateral, win/loss analyses, and competitive intel into a vector store. Built detailed buyer personas (CTO, VP Eng, VP IT) grounded in real conversation patterns — not theoretical profiles.
- 2 AI Agent Architecture**
Built on OpenAI for conversational intelligence, ElevenLabs for branded voice synthesis, and Twilio for telephony integration. Reps called a real phone number and the agent answered as a specific buyer persona — friendly, realistic, and armed with market context.
- 3 Coaching & Feedback Loop**
The agent didn't just role-play — it coached. A structured scoring rubric evaluated discovery depth, BANT qualification, objection handling, and pitch clarity. After each session, reps received a scorecard with specific, timestamped feedback tied to the rubric.
- 4 Deploy & Iterate**
Rolled out to the full sales team with weekly usage tracking. Reps could practice anytime — before a big call, after a loss, or during onboarding. Usage data informed ongoing persona and scenario refinement.

THE RESULTS — 6 MONTHS

<p>CLOSE RATE 24% → 42% +18 pts, top-quartile range</p>	<p>NEW REP RAMP 92 → 60 days 35% faster to quota</p>	<p>PROSPECT CSAT 3.4 → 4.3 / 5 Buyers cite consultative discovery</p>	<p>DEAL VELOCITY 48 → 32 days Better prep = faster buyer decisions</p>	<p>REP SATISFACTION 3.1 → 4.6 / 5 Confidence, readiness, retention</p>	<p>TRAINING COST \$8K/rep → \$1.2K/rep 85% reduction per rep</p>
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WHY IT WORKED — THE KEYDELTA VOOC S LENS

<p>V VISION Every rep practices on AI before they practice on prospects — zero burned leads, zero wasted pipeline.</p>	<p>O OUTCOMES Close rate, ramp time, and lead waste measured from day one. The AI coach earned its place with numbers, not opinions.</p>	<p>O OWNERSHIP Sales leadership owned adoption metrics. Each rep owned their own practice cadence — with scorecards visible to managers.</p>	<p>C CADENCE Weekly usage reports + monthly close-rate reviews. Reps who practiced more closed more — the data made the case for the system.</p>	<p>S SCALE New personas and scenarios added without engineering. The system scales with the business — new products, new markets, same training infrastructure.</p>
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“We stopped letting our sales team learn on live prospects. The AI agent gave every rep a practice partner that knew our market, our competitors, and our customers better than most humans. Close rates went up, deal cycles shortened, and reps actually loved the tool — 85% practiced voluntarily. Training costs dropped from \$8K to \$1.2K per rep. Better-prepared reps meant better conversations for buyers too.”

— KEYDELTA ADVISORY