Custom GPT-Based Sales Coaching System

Voice-Enabled Roleplay & Scored Simulation Agents — A structured AI platform that transforms sales training from inconsistent manager-led sessions into repeatable, measurable, objective simulation at scale.

The Sales Training Problem

Most sales teams rely on ad hoc, manager-driven roleplay that varies wildly in quality, frequency, and rigor. Without a standardized framework, skill gaps are invisible until they surface in live deals.

→ **Inconsistent manager-led roleplay**

→ **No standardized scoring framework**

→ **No repeatable simulation environment**

→ **Skill gaps difficult to measure objectively**

→ **Limited time for structured coaching**

System Designed & Deployed

A structured AI roleplay platform that simulates real customer conversations through controlled GPT agents — complete with difficulty tiers, voice interaction, and automated performance scoring.

Scenario-based GPT agents
Role-constrained personas that mirror real buyer archetypes

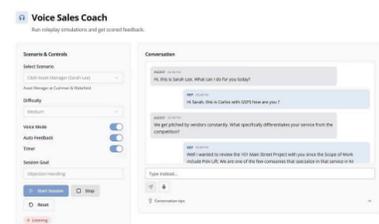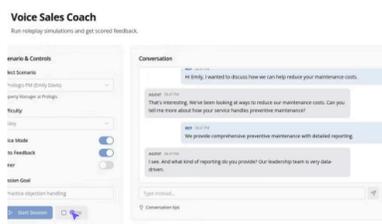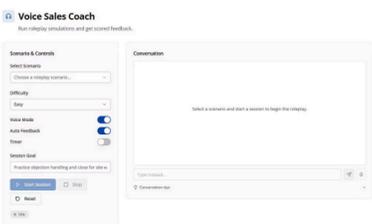### Difficulty tiers
Easy / Medium / Hard escalation paths

Voice-enabled dialogue
Speech-to-text input with real-time simulation

Automated scoring engine
Structured rubric with instant coaching summary

Simulation Interface — System in Action

Voice Sales Coach — Idle State
The rep-facing interface before session launch. Scenario selection, difficulty tier, and persona briefing are surfaced upfront.

Live Roleplay Conversation View
Real-time dialogue between the rep and the GPT-powered buyer agent. Voice input captured and processed turn-by-turn.

Active Simulation in Progress
The scoring engine evaluates objection handling, pacing, and structure in real time — delivering immediate, actionable feedback.

Structured agent architecture delivering repeatable, voice-enabled sales simulations across every rep, every session.

Operational Outcomes

Standardized roleplay structure
Consistent simulation quality across all reps, regardless of manager availability

Objective scoring framework
Embedded rubric eliminates subjective coaching bias

Improved objection-handling
Muscle memory built through escalating resistance scenarios

Measurable training improvement
Performance tracked over time with structured output logs

Technical Architecture

01
Agent Prompt Framework
- Role-based behavior control
- Objection scripting logic
- Persona constraint design

02
Voice Layer Integration
- Speech-to-text input
- Real-time dialogue simulation
- Controlled response generation

03
Scoring Engine
- Structured output evaluation
- Performance rubric mapping
- Automated coaching summary

Design Principle

> "Training must be measurable to be scalable."

The system enforces consistent coaching standards while preserving conversational realism. GPT agents simulate escalating buyer resistance, while structured feedback ensures skill development stays objective, repeatable, and tied to measurable outcomes — not manager availability.

1 Custom GPT Deployment

2 Voice AI Integration

3 Structured Prompt Architecture

4 Coaching Automation