

AI ROLE-PLAY — CONVERSATION PRACTICE WITH AN AI AVATAR

Practice-based sales performance

Application to insurance sales networks

Turn practice into
performance visibility,
and coaching into a more
focused investment.

TWO CAPABILITIES TESTED IN SIMULATED
CONVERSATIONS

01

Responding confidently to the avatar's
questions

02

Handling objections

Benchmark 80

79.4

TEAM AVERAGE · /100

THE SCOREBOARD

24

PROFESSIONALS

121

SESSIONS

79.4 /100

AVERAGE SCORE

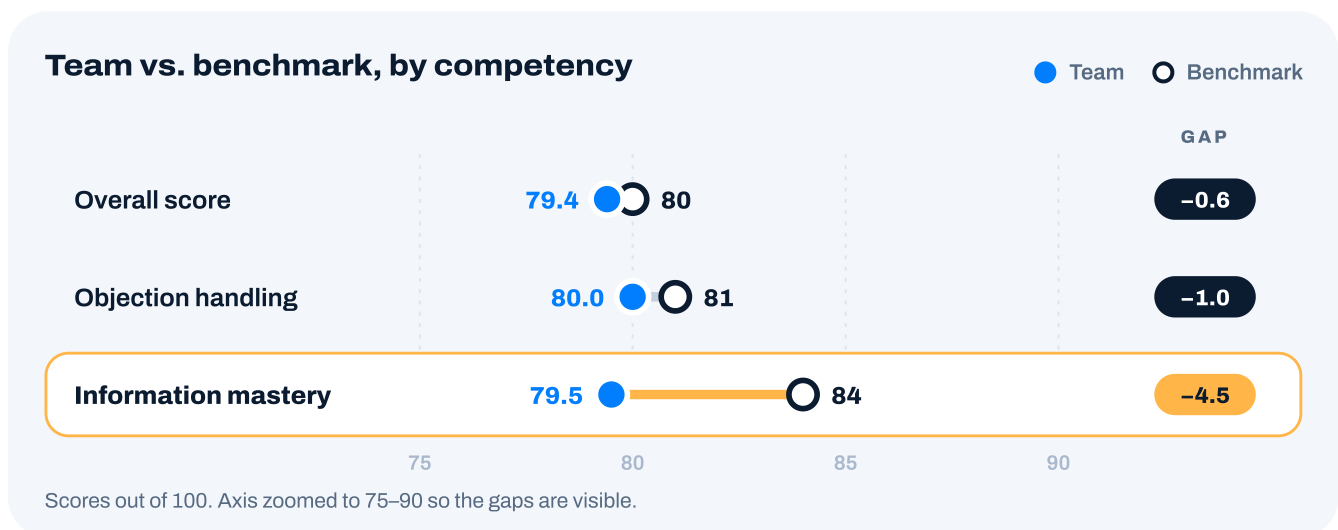
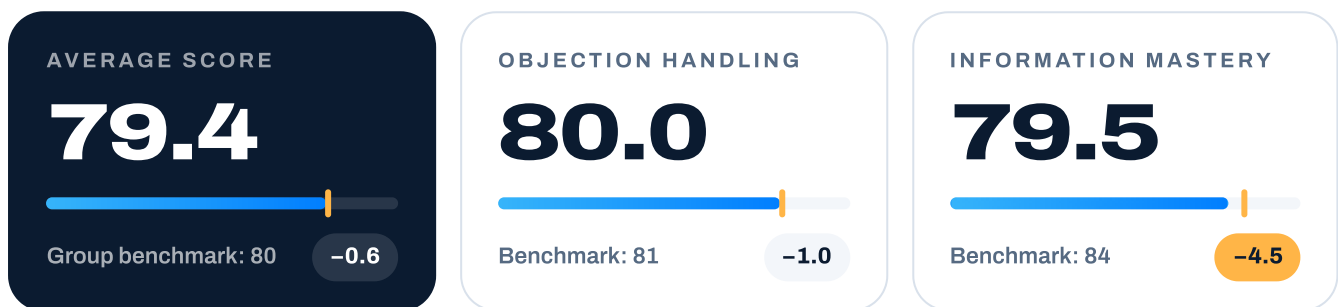
14 /24

REACHED 90+

01 THE CHALLENGE

Knowing the content isn't enough. You need to know how to respond under pressure.

The Role-Play puts professionals in front of the avatar's questions and objections and shows how they apply their knowledge in a conversation.



INSIGHT

The overall average was close to the benchmark, but the competency-level analysis shows where there is room for improvement.

The largest gap is in **information mastery: 79.5 vs. 84**. The organization can focus training on a specific need rather than on generic training.

-4.5 ptsLARGEST GAP
INFORMATION MASTERY

02 EVIDENCE

Practice reveals a level of execution **that the average doesn't show.**

Top scores make it possible to identify potential, high performers, and professionals who need targeted reinforcement.

FROM AVERAGE TO BEST PERFORMANCE

→ +7.5 POINTS

Average performance

79.4

Best average performance: the average of each participant's best score

86.9

0

25

50

75

100

★ 90+ CLUB

14/24

professionals scored 90 points or higher in at least one simulation.
That's 58% of the team.



● Scored 90+ at least once: 14

Not yet: 10

i Read with care: the 7.5-point difference represents demonstrated potential during practice. It is not presented as causal improvement because raw first attempt → last attempt data is not available.

What this helps decide



Who is ready

Identify professionals with high, consistent performance.



Who needs support

Identify gaps before they show up in front of a customer.



Where to invest in coaching

Focus the manager's time on the competency that actually needs development.

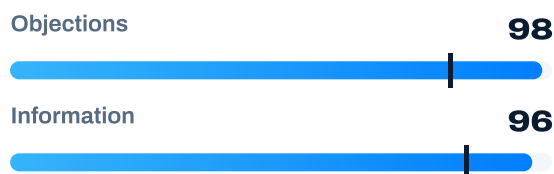
03 INDIVIDUAL DIAGNOSIS

The team average hides critical differences.

The results show very different profiles. This makes it possible to move from uniform training to an evidence-based intervention.

● PROFILE A

High performer



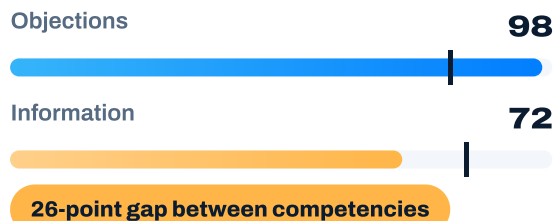
INTERPRETATION

Benchmark-level performance in both competencies. It can help identify replicable behaviors across the sales network.

[Replicate what works](#)

● PROFILE B

Gap hidden by the average



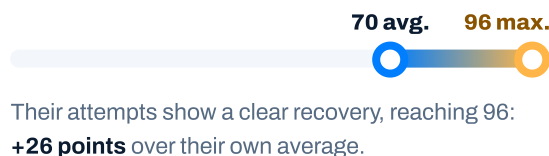
INTERPRETATION

A high overall score can hide a 26-point gap between competencies. Coaching can target the knowledge that needs reinforcement.

[Targeted coaching](#)

● PROFILE C

Potential after repetition



INTERPRETATION

Repetition makes it possible to verify the ability to adjust before transferring the behavior to a real conversation.

[Keep practicing, then go live](#)

Benchmark marker on each bar: objections 81 · information 84

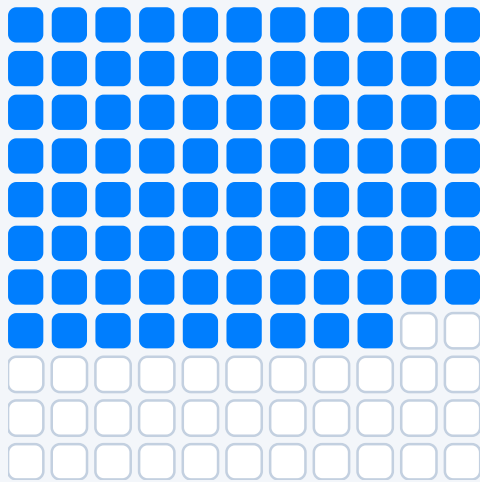
THE TAKEAWAY

One team average. Three different coaching plans.

04 SCALABILITY

121 sessions turn practice into a source of data.

The value is not only in having professionals practice. Each simulation provides signals that help decide where to intervene.



■ Completed □ Not completed

1 square = 1 session

121**SESSIONS STARTED**

24 professionals practicing

86**COMPLETED** 71%

of sessions started

35**NOT COMPLETED** 29%

of sessions started

**AN ADDITIONAL OPPORTUNITY**

The activity itself reveals not only performance, but also patterns of repetition and completion.

Before interpreting an unfinished session as abandonment, the platform's exact logic should be confirmed: it may represent restarts, tests, or interrupted attempts.

At scale, this makes it possible to build a management model



LEVEL 1

Practice

without using the actual customer as the training ground.



LEVEL 2

Measure

performance by competency and by professional.



LEVEL 3

Prioritize

coaching and reinforcement where a real gap exists.



LEVEL 4

Scale

training without proportionally increasing managers' hours.

05 CONCLUSIONS

From practice to decisions that drive business impact.

The results show that AI Role-Play makes it possible to assess, develop, and manage sales performance using practical evidence, making it clear where reinforcement and coaching should be prioritized.

79.4AVERAGE SCORE
Benchmark: 80**80.0**OBJECTION
HANDLING
Benchmark: 81**79.5**INFORMATION
MASTERY
Benchmark: 84**14/24**REACHED 90+
58% of the team

1

Strong overall performance, with a clear competency gap

The group's average (**79.4**) is close to the benchmark (**80**). The competency analysis shows the main gap in information mastery: **79.5 vs. 84**.

2

Demonstrated improvement potential

The average of participants' best scores is **86.9: 7.5 points** above average performance. This is potential observed during practice, not causal improvement.

3

The average hides meaningful differences

High performers, profiles with specific gaps, and professionals who need reinforcement coexist. A high overall score can hide imbalances across competencies.

4

Training everyone the same way is inefficient

The data makes it possible to focus development, identify who needs each type of reinforcement, and protect managers' time from indiscriminate interventions.

5

Impact comes from turning data into action

Practice prepares the sales network before the real conversation, reduces the use of customers as a training ground, and directs coaching where it can create more value.

BUSINESS CONCLUSION

AI Role-Play turns practice into data to **identify gaps, uncover potential**, and direct coaching where it can have the greatest impact.





Let your team practice on an avatar. **Not on your customers.**

AI Role-Play puts your sales network in realistic, real-time conversations with an AI avatar, questions and objections included, and gives feedback when the conversation ends. You get the data to decide where coaching pays off.

ai-role-play.com →

gamestrategies.io

