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AI Role Play: 17 Ways Revenue Teams Use AI to Perfect Their Pitches

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In sales, change is inevitable – and constant. As a sales enablement professional, you're laser-focused on ensuring your sellers always have the training, tools, and support to keep pace so they're always ready to engage buyers and close deals.

But completing a training or engaging with an enablement resource doesn't mean a seller knows how to apply what they've learned. They also need opportunities to practice and refine their skills. Without these opportunities, they'll end up practicing on prospects – and that rarely ends well.

Role plays are a proven way to help sellers sharpen their skills and build confidence before they go into the field. But with sales managers now responsible for more reps than ever, most simply don't have the time to review every live or recorded role play and provide meaningful feedback.

70%
of sales managers say their team size has increased in the past year.

Source: 2025-2026 Sales Coaching Outlook Report

Today, a growing number of go-to-market (GTM) teams are turning to AI-powered role plays to bridge the gap.

What is AI role play?

AI role plays are realistic simulations that let sellers practice their pitch with an AI-powered buyer. Reps can practice as often as they'd like in a safe, judgement-free environment. And because sellers get instant feedback on every conversation, they learn and improve with every attempt – without having to wait on their manager.
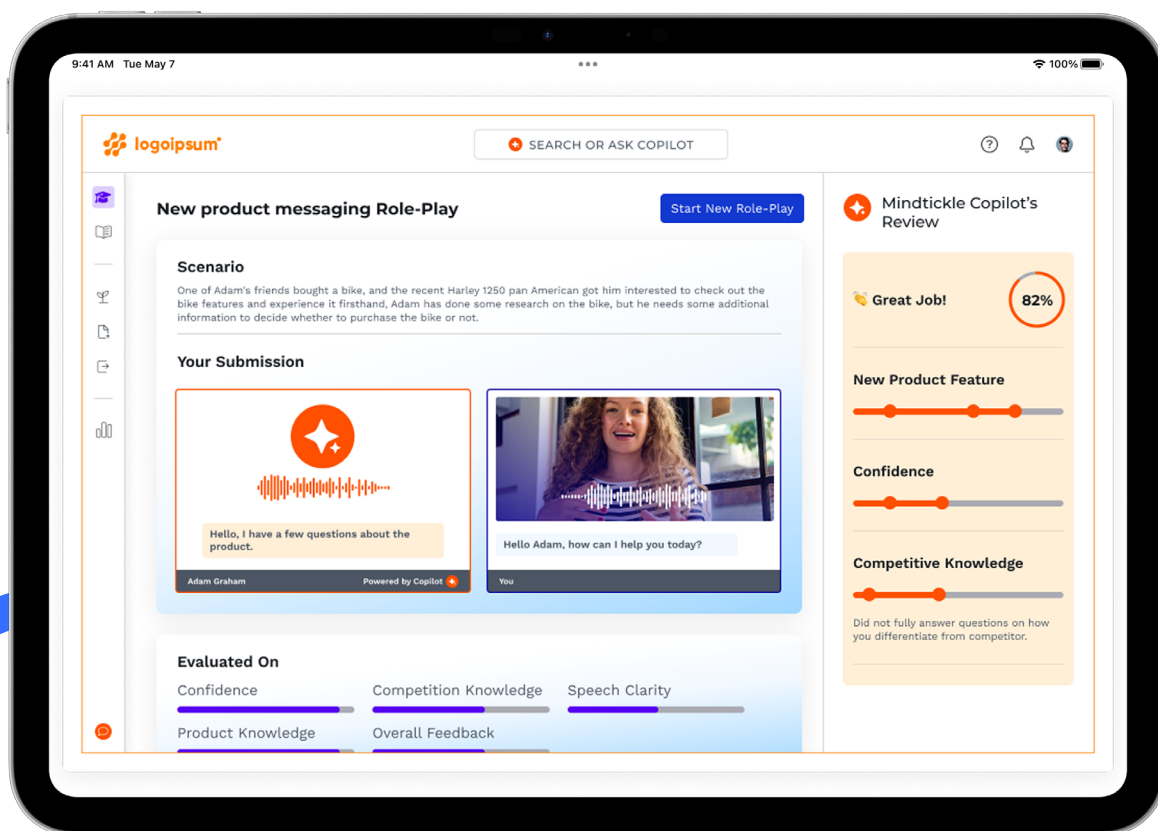
72% of respondents felt that AI role plays were similar to talking to a real buyer.

74% reported being satisfied with their experience.

Source: Mindtickle 2025 survey of over 2,000 users

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> ## "
> What AI role plays do is they make that experience asynchronous. It makes it infinitely scalable. The rep can go through and practice a cold call or a discovery or some pitch with the bot that talks back to them in a way that the manager couldn't support otherwise. "
>
> **Mike Demmert**
> Head of Global Organizational Development, Signifyd

AI role play isn't just for sales reps. These simulations are also a great tool for other GTM roles, including sales engineers, BDRs, customer success managers, and sales managers, among others. With AI role play, these customer-facing roles can fine-tune their skills and prepare for key conversations like:

## Sales pitches

Renewal discussions

Key Benefits of AI Role Play

- Safe place to practice
- Instant feedback and suggestions for improvement
- The ability to scale practice without taking up managers' time

New messaging rollouts

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How can you get started with AI role play?

AI role play is a powerful way to prepare your GTM team to confidently conquer any sales scenario. But if you're the one responsible for setting up these simulations, it can feel a bit overwhelming.

In this guide, we'll share 17 real-world examples of how companies like yours are using AI role play to give every customer-facing team a safe place to practice and perfect their skills. We've broken down the use cases by role to make it easy for you to hone in on the use cases that interest you most.
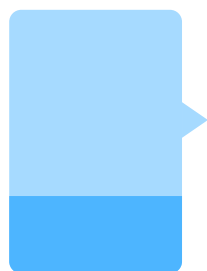
CISCO™

31%
Cisco saw average deal sizes increase by as much as 31% with the help of AI role play.

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Role #1: Account Executives

B2B buyers have high expectations of sellers. They only want to work with companies who truly understand their needs and expectations and can offer relevant solutions. If sellers fall short, buyers won't hesitate to move on.

That's why account executives must be skilled at identifying buyers' pain points, positioning their solution as the ideal fit, overcoming objections with confidence, and showcasing value. Let's explore a few AI role play use cases that can help AEs sharpen these critical skills.

AE Use Case #1: Practice Discovery

AEs must ask enough questions to identify buyers' needs. In our analysis of more than 3,000 calls on our platform, we found that sellers ask an average of 20 questions during discovery meetings.

But it's not just about quantity. What really matters is that sellers are asking the right questions – and they're listening to the answers.

By creating a discovery-focused AI role play, your AEs can practice asking open-ended questions to reveal pain points and uncover what really matters to the buyer.
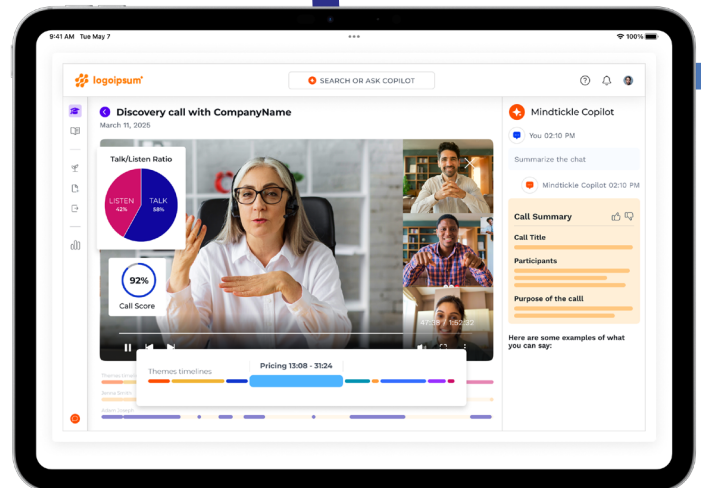
AE Use Case #2: Objection Handling from Multiple Stakeholders

AEs are no strangers to objections, especially around budget and value. With today's B2B buying groups often including up to 10 stakeholders, objections can come from any direction.

But objections don't mean the deal is doomed. AEs just need to be skilled at tackling them effectively.

With the right AI role play scenarios, AEs can build confidence in handling objections from multiple stakeholders and refine their ability to build consensus across a varied group of decision-makers.

The typical B2B buying group includes six to 10 stakeholders.

Source: Gartner

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In most cases, B2B buyers aren't just evaluating your solution; they're also comparing it to the competition. AI role play helps AEs practice articulating what sets their solutions apart, and provide a space for them to refine their competitive takeout techniques. AEs will become skilled at positioning your offering as the strongest choice, without losing professionalism or credibility.

Role #2: Pre-Sales Teams

Pre-sales teams, which include sales engineers and solution consultants, are key partners for AEs because they bring an added level of expertise and trust to conversations with buyers.

A great pre-sales partner is someone who asks smart questions and listens actively when customers describe their needs. With their product expertise, a valuable pre-sales partner can quickly align a product's capabilities and value with customers' needs – and do it in a consultative, non-salesly way that quickly builds trust.

AI role plays are valuable in helping pre-sales teams build rapport with customers across the discovery phase, when delivering product demos, and in objection handling.

Pre-Sales Use Case #1: Practice Discovery

The role of a pre-sales team is to uncover the challenges and opportunities a prospect is facing. But it's not always easy to tease out the information needed to deliver a valuable demo. Sometimes, buyers are guarded because of business sensitivity issues.

AI role plays are ideal in helping pre-sales teams build trust with customers. Pre-sales teams can use AI to practice asking open-ended technical questions, handle evasive or defensive stakeholders, and read between the lines. AI can also help pre-sales successfully manage multi-stakeholder dynamics when two or more prospects are on the same call.

Pre-Sales Use Case #2: Use-Case Based Demo

B2B buyers expect tailored experiences at every stage of the purchase journey. One-size-fits-all demos won't cut it. Enablement professionals can set up a use-case based demo scenario, which allows pre-sales teams to practice delivering personalized demos aligned with each buyer's specific needs and requirements.

Pre-Sales Use Case #3: Objection Handling in Deep-Dive Scenarios

Pre-sales teams often face objections from prospects, including those related to:

Integration complexity   Scalability   Security

AI role play scenarios can help solution engineers and sales consultants strengthen their objection-handling skills. These simulations provide real-time coaching on areas like confidence, clarity, and technical accuracy, which pre-sales teams can apply right away for better performance and sales outcomes.

Role #3: Business Development Reps

Business development reps spend their days focused on outbound prospecting, working to book as many qualified meetings as possible. To reach their goals, they must quickly build rapport, handle brush-offs, and follow up with impact.

AI role plays give BDRs and SDRs a chance to practice these critical skills in a risk-free environment, helping them improve their ability to connect with prospects and secure meetings. Let's explore some role play use cases that'll help your BDRs and SDRs sharpen their approach before hitting the phones.

BDR Use Case #1: Cold Call Openings

When a prospect picks up the phone, a BDR only has seconds to make a strong connection. That's no easy feat, especially with busy, senior, hard-to-reach personas.
AI role plays allow BDRs to practice and perfect their cold call openings. That way, they can capture the attention of more prospects and ultimately, book more meetings.

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> " The impact was tremendous for using AI role plays in this way. We saved about 38 weeks of manager time. That's over 6,000 hours. And this led to much quicker feedback as well as having improved pitch quality. We saw a 25% increase in book deal values and a 31% rise in average deal size, showing the program's effectiveness at really delivering something of value to our sellers and ultimately to our customers. "

Chris Jackson
Distinguished Architect, Global Revenue Operations, Cisco
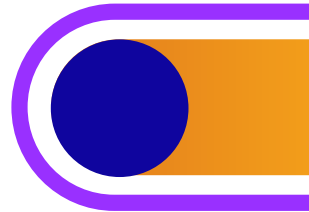
BDR Use Case #2: Objection Handling

BDRs are all too familiar with brush-offs like:

"I'm not interested."

"Just send me some information."

"This isn't a good time."

An objection handling AI role play gives BDRs practice encountering – and overcoming – these common blockers. That way, they'll be better prepared to overcome them in real conversations with prospects.

BDR Use Case #3: Voicemail & Email Follow-Up Practice

Effective follow-up increases the likelihood of a prospect engaging with a seller. That's why it's critical for BDRs to master this skill.

Enablement teams can create an AI role play scenario that lets BDRs practice and refine their follow-up approach. These simulations allow reps to experiment with tone, content, and timing of asynchronous outreach. They'll get real-time feedback to improve their techniques and boost meeting conversion rates.

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Role #4: Customer Success

Sales reps aren't the only ones on the hook for revenue growth. Customer success teams – including roles like customer success managers and account managers – also play a critical role by increasing customer satisfaction, which directly impacts:
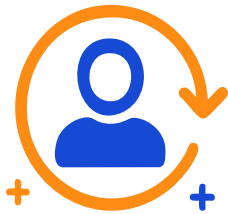
Retention

Upsells

Customer lifetime value

Customer success teams need opportunities to practice handling renewal conversations, pitching new products, and getting at-risk accounts back on track. Let's explore a few AI role play use cases that can help customer success teams fine-tune their approach and strengthen the skills that lead to better outcomes.

Customer Success Use Case #1: Renewal Conversations

Renewals are key to sustained revenue growth. But renewal discussions aren't always easy, especially when businesses are under pressure to reduce costs.

AI role plays give customer success managers and account managers a chance to practice articulating value, showcase ROI, and navigating difficult renewal conversations. They'll get real-time feedback, which will help them be better prepared to handle tough conversations with confidence and keep customer churn in check.

Customer Success Use Case #2: Upsell & Cross-Sell Pitching

Upselling and cross-selling can make a big impact on the bottom line. But these conversations don't always come naturally to account managers and customer success managers.

AI role plays help customer success teams become skilled at uncovering evolving customer needs and confidently transition from single-product to multi-product conversations.

Customer Success Use Case #3: Handling At-Risk Accounts

Dissatisfied customers are less likely to renew contracts but with the right skills, customer success managers and account managers can turn challenging conversations into opportunities.

With the right AI role play scenario, teams can develop the skills and confidence needed to effectively manage at-risk accounts and increase renewal rates.

Role #5: Sales Managers

Top-performing sales reps are often promoted to sales managers. But excelling at selling doesn't necessarily mean they have the skills needed to lead a team.

Like sellers, sales managers need opportunities to build and refine their skills before putting them into practice. Let's take a look at some AI role play use cases that give sales managers a chance to practice coaching and managing team performance effectively.

Sales Manager Use Case #1: Coaching Simulations

Sales coaching, when it's done well, can have a significant impact on sales performance. It's no coincidence that top-performing sellers receive significantly more coaching than their lower-performing peers.

While coaching frequency certainly matters, so too does coaching quality. AI role plays enable sales managers to practice their coaching skills in life-like scenarios. With real-time feedback and suggestions, they can fine-tune their approach before stepping into a live coaching session with a sales rep.

4 times
Top sellers get four times more coaching than average.

Source: 2024 State of Revenue Productivity

Every sales manager wants a team of top-performers. But that's not always the reality.

With the right skills, a sales manager can get a poor performer back on track.

AI role plays give sales managers a safe place to simulate conversations with underperformers. They can practice asking the right questions to understand root causes of poor performance and collaborate on action plans to improve performance.

> **Before (AI role play), it was tedious to get managers to review missions. We had to send reminders and schedule meetings to ensure reviews were completed. Now, AI handles most of this work, saving time for both managers and our team.**

Samyak Jain
Senior Associate, Sales Enablement
at MetricStream

Role #6: Technical Experts / SME

A technical expert knows the ins and outs of your products and services. But that doesn't always mean they're ready to engage in technical conversations with prospects and effectively support AEs in building credibility.

With the right AI-powered role plays, technical experts can build the communication and collaboration skills needed to succeed in customer interactions. Let's explore some AI use-cases tailored for technical experts.

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Technical Expert Use Case #1: Translate Product to Business Value

B2B buyers aren't looking for a rundown of product features. Instead, they want to understand how your solution addresses their specific challenges and delivers real ROI.

Enablement teams can create role play scenarios that help technical experts practice translating product features into meaningful business value. These simulations allow technical experts to practice connecting features to the buyer's unique use cases and everyday needs, ultimately increasing engagement and the likelihood of the deal moving forward.

Technical Expert Use Case #2: Partnering on Customer Calls with AEs

B2B sales is a team sport. Success depends on alignment across the entire selling team.

Training teams can build role play scenarios to allow technical experts to practice partnering with AEs during sales calls. They'll have a safe place to practice building credibility, reinforcing strategic messaging, and strengthening cross-functional teamwork.

Technical Expert Use Case #3: Building a Business Case

Technical experts are well-versed in product capabilities. But building a compelling business case requires a different skill set.

AI role plays provide a realistic environment for technical team members to practice building a business case based on a buyer's pain points, use cases, and current cost structure. By building these skills, technical experts will strengthen their impact in sales conversations.

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Supercharge Sales Performance with AI Role Play

Every B2B seller needs to master certain skills to be successful. But training alone isn't enough. Sellers also need opportunities to practice their skills. If they don't get these opportunities, they'll practice on prospects, which isn't ideal in highstakes sales conversations.

AI role plays give all your customer-facing teams – from AEs and SDRs to sales managers and technical experts – a safe place to practice their skills and get real-time feedback. They'll build the skills and the confidence needed to effectively engage prospects across the sales cycle and close more deals.

Mindtickle AI Role Play

Thousands of sellers use Mindtickle AI Role Play to create hyper-realistic selling scenarios and get immediate feedback to master their pitches.

Want your sellers to capitalize on every conversation? Try Mindtickle AI Role Play for free.

TRY MINDTICKLE AI ROLE PLAY

About Mindtickle

Mindtickle is the leading AI-powered revenue enablement platform to help revenue teams sell smarter, coach more effectively, and engage modern buyers. With AI and a unified data approach, teams get always-on help with every deal, personalized learning to improve skills, and performance insights to drive more revenue. Mindtickle is recognized by customers and industry analysts as an innovative market leader and ranked #1 by G2 for sales onboarding and training.

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