



Master Difficult Conversations with AI Roleplay

Practice sales pitches, leadership conversations, and deal negotiations with realistic AI personas. Choose from hundreds of ready-to-go scenarios or customise them to match your specific business challenges.



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A product of e-telegence

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01 Sales AI Training

Master all 8 critical sales conversation types — from outbound prospecting and discovery to objection handling and competitive deals with AI prospects that behave like real buyers.

● Outbound Prospecting

Book meetings and generate interest through rapport, relevance, and curiosity.

[Cold calls](#) • [Warm calls](#) • [Voicemail practice](#)

● Discovery Calls

Uncover pain, build trust, and qualify opportunities through questioning.

[Initial discovery](#) • [Technical buyer](#) • [Economic buyer](#)

● Product Demo

Connect capabilities to needs through tailoring and storytelling.

[Live demo](#) • [Skeptical buyer](#) • [No-show salvage](#)

● Proposal Review

Align on value and gain commitment through ROI framing.

[Value recap](#) • [Budget pushback](#) • [Mutual close](#)

● Objection Handling

Maintain momentum and reframe concerns with empathy and logic.

["Too expensive"](#) • [Competitor](#) • ["Not ready"](#)

● Competitive Deals

Differentiate and win through positioning and consultative comparison.

[Head-to-head](#) • [Replacement](#) • ["Why you?"](#)

● Renewal & Expansion

Secure retention and grow accounts through relationship building.

[Renewal risk](#) • [QBR](#) • [Price increase](#) • [Upsell](#)

● Channel Enablement

Support partner teams through co-selling and strategic messaging.

[Partner pitch](#) • [Joint planning](#) • [Enablement](#)

02 Leadership Coaching

Master all 8 critical leadership conversations — from feedback and performance to change management and strategic thinking.



- **Feedback & Performance**
Giving, receiving, and acting on feedback to guide behaviour and results.
- **Coaching Conversations**
Helping people grow, reflect, and take ownership of their development.
- **Motivation & Morale**
Re-engaging, encouraging, or supporting employees through challenges.
- **Conflict & Behaviour**
Addressing disruptive or sensitive behaviour and difficult interpersonal dynamics.
- **Change Leadership**
Guiding teams through organisational change, uncertainty, and resistance.
- **Strategic Thinking**
Driving alignment, big-picture vision, and upward influence.
- **Delegation & Ownership**
Empowering others while staying accountable and focused.
- **Role Transitions**
Navigating identity shifts, promotions, and imposter feelings.

03 Sales Leader Superpowers

Your reps don't rise to the level of your targets — they rise to the level of your coaching.

● Force Multiplier Coaching

Increase win rates and accelerate onboarding by developing sellers.

Development • Skill building • Acceleration

● Pipeline Reviews

Challenge rep assumptions and drive strategic thinking about deal progression.

Deal analysis • Risk assessment • Strategy

● Call Coaching

Build skill and confidence through real-time feedback and guided practice.

Live feedback • Skill development • Confidence

● Performance Conversations

Balance candour with compassion in difficult performance discussions.

PIP discussions • Accountability • Feedback

● Difficult Conversations

Shape team culture through moments that define dynamics and expectations.

Culture • Expectations • Team dynamics

● Consistency at Scale

Ensure every sales manager coaches to the same high standard.

Standardisation • Best practices • Alignment

● Measurable Coaching

Track how managers ask questions, give feedback, and drive accountability.

Tracking • Benchmarking • Progress

● Safe Practice Environment

Rehearse high-stakes conversations in a judgement-free environment.

Risk-free • Rehearsal • Confidence building

04 Coaching Frameworks

Our AI coach provides feedback using the established frameworks your organisation already knows and trusts. No need to retrain your team — just plug in your preferred methodology.

Leadership Frameworks

- Situational Leadership
- GROW Coaching
- Radical Candor
- Emotional Intelligence
- SCARF Model
- 70-20-10 Model

Sales Frameworks

- SPIN Selling
- Challenger Sale
- MEDDIC
- BANT
- Gap Selling
- Sandler System

Don't see your framework? Our AI Coach can be modelled on your organisation's custom coaching models. Bring your own playbook and we'll make it intelligent.

05 Deal Clinic

Turn Pipeline Reviews into Winning Strategies

Our Deal Clinic sessions help sales managers and reps collaborate on complex opportunities. Practice negotiations, identify risks, and develop action plans with AI-powered scenario planning.



- **Interactive Pipeline Analysis**
AI-powered insights that identify risks and opportunities in real-time.
- **Practice Difficult Conversations**
Rehearse challenging client interactions before they happen.
- **Real-time Coaching**
Get guidance on deal progression strategies as you practise.

87%

Win Rate on Coached Deals

Deal Clinic helps teams achieve higher win rates on coached deals.

06 Expert Services

Custom Scenario Design & Scorecard Development

Our team of leadership and sales enablement specialists analyse your sales process to develop scenarios and scorecards that help you fix the gaps you never knew you had.

- **Deep Process Analysis**

Thorough analysis of your sales methodology, team dynamics, and performance data to identify hidden gaps.

- **Custom Scenario Creation**

Bespoke roleplay scenarios designed for your industry, challenges, and team skill gaps.

- **Performance Scorecards**

Measurement frameworks that track progress and identify areas for continuous improvement.

35–50%

Improvement in Confidence

Typical improvement in conversation confidence

07 Scenario Customisation

From Scenarios to Solutions

Don't waste time building training from scratch. Our ready-to-go scenarios are instantly customisable to your specific business challenges.

- Struggling with pipeline reviews?
- Team conflicts affecting performance?
- New managers need coaching skills?
- Sales reps avoiding difficult calls?

08 Why Teams Choose Rolefy

● Ready-to-Go Scenarios

Start training immediately with hundreds of expert-designed scenarios, or customise them to match your challenges.

● Business-Specific Training

Link conversation types to your real business situations — from pipeline reviews to performance discussions.

● Instant Impact

No setup time or training development. Jump straight into practising the conversations that matter most.

09 Industries We Serve

Rolefy brings immersive, AI-powered roleplay to the sectors that rely most on high-quality conversations.

● Technology & SaaS

Practice discovery, demos, and objection handling in fast-changing markets.

[Sales-led growth](#) • [RevOps](#) • [SaaS onboarding](#)

● Financial Services

Navigate sensitive financial conversations with confidence and compliance.

[Banking](#) • [Insurance](#) • [Fintech](#) • [Contact centres](#)

● Retail & E-commerce

Turn frontline teams into brand ambassadors with consistent training.

[Multi-location retail](#) • [CX teams](#) • [Store managers](#)

● Healthcare & Life Sciences

Strengthen trust and clarity in high-stakes conversations.

[Med device sales](#) • [Clinical services](#) • [Healthtech](#)

● BPO & Customer Support

Scale service quality without scaling headcount.

[Outsourcing firms](#) • [High-volume contact centres](#)

● **Public Sector & Education**

Build confidence in communication across diverse teams.

Government • Education • Non-profits • NHS



Ready to Transform Your Conversation Skills?

Join hundreds of sales professionals and leaders who are already improving their performance with AI-powered roleplay training.

Get in Touch

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