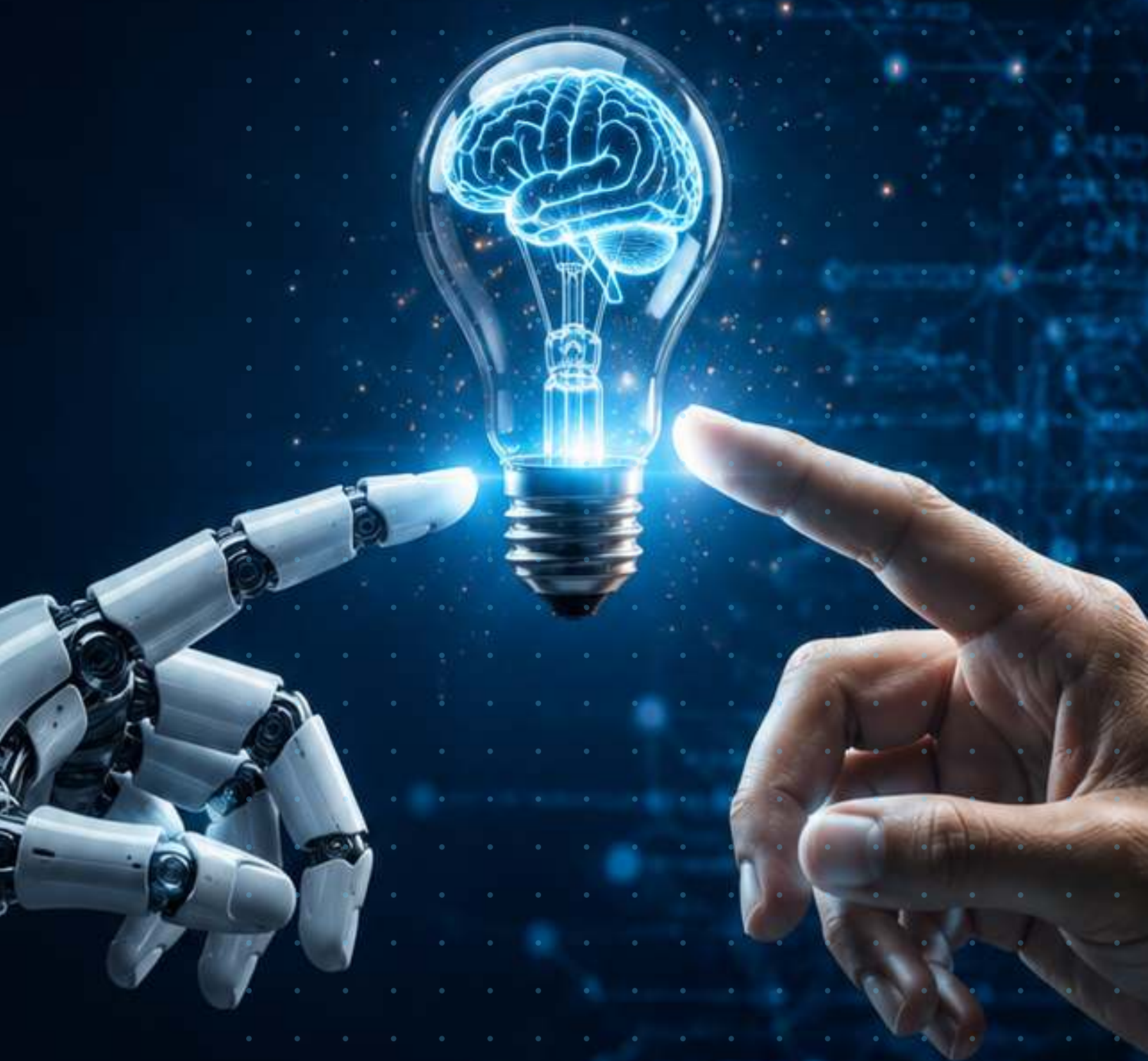




THE SALES MANAGER'S AI COACHING PLAYBOOK

Prompts, Scoring, and a 30-Day Practice System

A man with glasses and a beard, wearing a white shirt and tie, is leaning over a laptop. A woman with glasses is sitting next to him, holding a mug. A stylized robot head with glowing eyes is superimposed over the laptop screen. The background is a blue-tinted office setting with a clock on the wall.

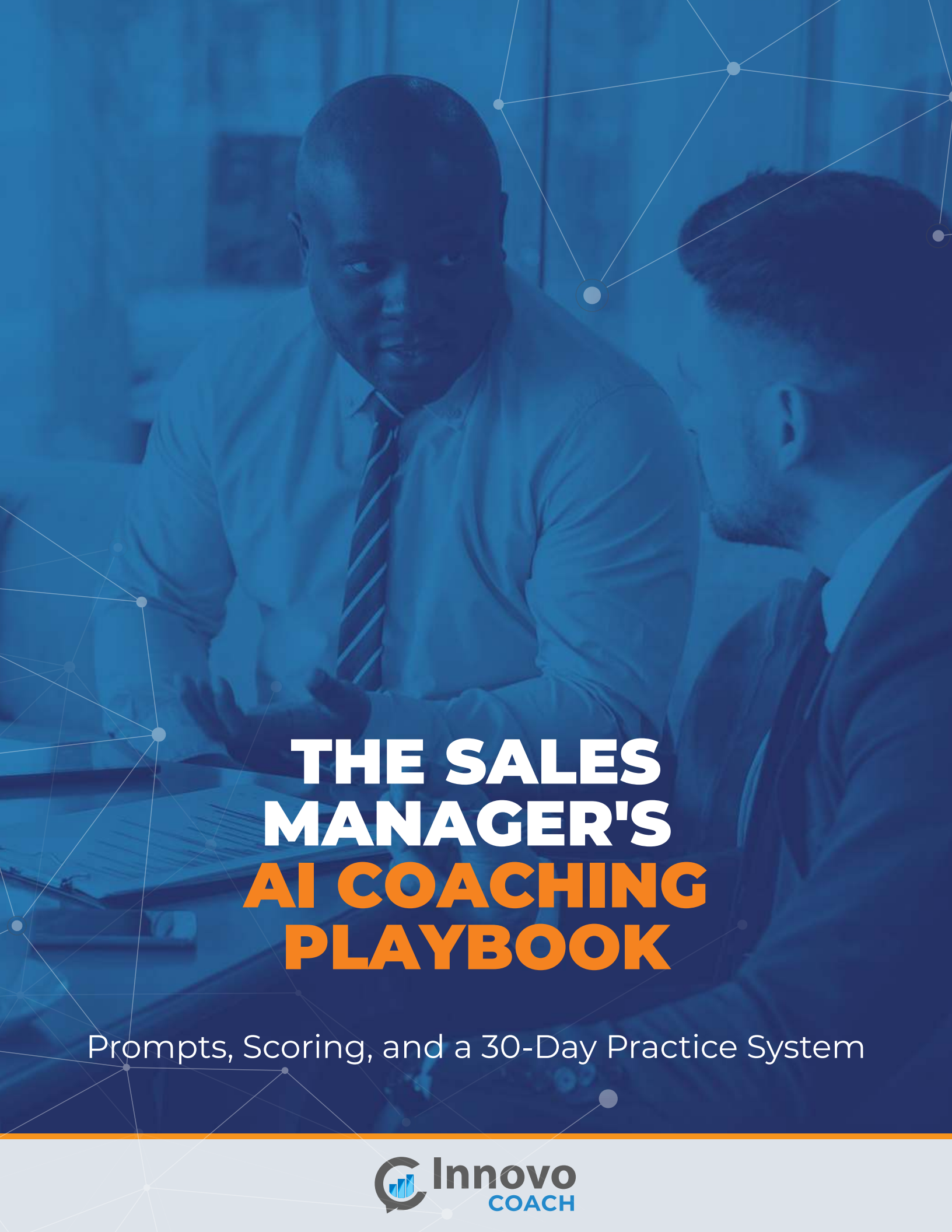
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A blue-tinted photograph of two men in business attire sitting at a table, engaged in a discussion. The man on the left is gesturing with his hands while speaking. The background is slightly blurred, showing an office environment. A white geometric network pattern of dots and lines is overlaid on the image.

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INTRODUCTION

Most sales teams know reps need more practice. The harder part is making that practice realistic, consistent, and easy to coach.

This guide gives sales managers a practical way to use ChatGPT as a structured role-play partner, evaluator, and coaching assistant, so reps can practice the conversations that matter before they happen with real buyers.

The goal is not just better practice. The goal is stronger discovery, cleaner qualification, sharper objection handling, and clearer next-step commitments.



PLAYBOOK QUICK START

Don't have time to read the whole guide right now? Here's all you need to get going:

01.

Copy

the Master Prompt on page (X)

02.

Paste

Paste it into ChatGPT

03.

Fill

in the brackets with your rep's details

04.

Run

it live with your rep

Come back to the scoring rubric, debrief questions, and 30-day cadence when you're ready to build it into a system.



SECTION 01

WHY AI SALES ROLE-PLAY MATTERS

Sales conversations are full of moments that are difficult to practice in real time. A buyer gives a vague answer. A pricing objection comes up. A decision stalls. A competitor enters the conversation. The meeting ends without a clear next step.

Those moments often reveal skill gaps only after the deal is already at risk.

AI role-play gives reps a way to rehearse high-stakes sales conversations before they happen with real prospects. For managers, it creates a more consistent way to evaluate performance, coach specific behaviors, and build a repeatable practice rhythm across the team.

AI sales role-play can help teams:

- ✓ **Practice difficult buyer** conversations in a low-risk environment.
- ✓ **Strengthen specific skills** like discovery, qualification, objection handling, competitive displacement, and next-step control.
- ✓ **Evaluate rep performance** using consistent scoring criteria.
- ✓ **Spot coaching patterns** across the team, including weak questioning, premature pitching, poor qualification, and unclear urgency.
- ✓ **Turn role-play** from an occasional exercise into a more structured coaching habit.

HOW A SALES MANAGER SHOULD USE THESE PROMPTS

This guide is designed to be practical, not theoretical. Each prompt can be copied into ChatGPT and customized based on the rep, buyer persona, sales motion, deal stage, or skill being practiced.

For best results, managers should treat each role-play like a short coaching session. Start with one clear objective, run the conversation, review the feedback, and then repeat the weakest section until the rep improves.

To use these prompts effectively:

01

Choose the role-play scenario that matches the salesperson's current development need or a real upcoming sales situation.

02

Paste the prompt into ChatGPT and customize the placeholders for industry, product, buyer persona, difficulty level, and opportunity details.

03

Have the salesperson conduct the role-play live by speaking responses while the manager captures notes.

04

End the role-play by typing "End role-play" and ask ChatGPT to score the salesperson using the scoring rubric.

05

Review the score with the salesperson and focus on two or three specific improvement areas, not every possible weakness.

06

Repeat the same role-play after coaching to determine whether the salesperson improved.



SECTION 03

RECOMMENDED MANAGER SETUP BEFORE EACH ROLE-PLAY

Before starting a role-play, managers should take a few minutes to define what the rep is practicing and what a successful outcome should look like. This prevents the exercise from becoming too broad or generic.

The setup below helps managers give ChatGPT the right context so the role-play feels realistic, relevant, and aligned to the sales behavior they want to improve.

MANAGER INPUT

WHY IT MATTERS

Skill focus

Keeps the role-play targeted and prevents generic practice.

Buyer persona

Makes the conversation more realistic and relevant to the rep's market.

Difficulty level

Allows the manager to adjust the challenge based on rep experience.

Real opportunity details

Improves deal preparation and helps the rep rehearse likely buyer issues.

Scoring categories

Creates a consistent coaching standard across the team.

Required next step

Trains the rep to leave meetings with clear commitments, not vague interest.

SECTION 04

SIMPLE INSTRUCTIONS TO GIVE THE SALESPERSON

Some reps may feel uncomfortable with role-play at first. Setting the right tone matters.

Before starting, managers should position the exercise as practice, not punishment. The goal is to help reps build confidence before they are in front of real buyers and to create a safe space where they can improve specific skills.



HERE IS A SIMPLE WAY TO INTRODUCE THE EXERCISE:

We are going to use AI to simulate realistic buyer conversations. This is practice, not punishment. The purpose is to improve specific sales behaviors before they matter in a real customer meeting. We will focus on one skill at a time, score the conversation, identify what worked, and then practice the weak section again.

MASTER PROMPT: CREATE, CONDUCT, AND SCORE ANY SALES ROLE-PLAY

The master prompt is the most flexible prompt in this guide. Use it when you want ChatGPT to build a full sales role-play from scratch, act as the buyer, and then score the salesperson after the conversation ends.

This is especially useful when a manager wants to customize the practice session around a specific skill, buyer type, opportunity, or coaching need.

● MASTER PROMPT

You are an expert B2B sales role-play coach and sales manager. Your job is to create, conduct, and score a realistic sales role-play scenario for the following skill area.

Role-Play Scenario Type: [Discovery Call / Objection Handling / First Meeting / Difficult Buyer / BANT Qualification / MEDDIC Qualification / Closing for Next Step / Real Opportunity Preparation / Transcript Review / Competitive Displacement]

Salesperson Role: [Insert salesperson role, company, product or service, industry, target buyer, and sales motion]

Buyer Persona: [Insert buyer title, company type, industry, company size, responsibilities, and business pressures]

Specific Skill to Practice: [Insert the sales skill being practiced]

Difficulty Level: [Easy / Moderate / Challenging / Very Challenging]

Context or Opportunity Details: [Paste relevant background, CRM notes, call notes, objection, transcript, product information, or meeting objective]

Part 1: Create the scenario. Include buyer persona, company situation, priorities, known pain points, hidden pain points, budget, decision process, decision criteria, timeline, stakeholders, likely objections, and information the buyer should not reveal unless I ask strong questions.

Part 2: Conduct the role-play. Begin by acting as the buyer. Stay in character. Do not coach me during the role-play unless I ask to pause. Respond naturally as a real buyer would. Use short, vague, skeptical, or guarded answers when appropriate. Push back if my questions are weak, generic, too product-focused, or too assumptive.

Part 3: Score the role-play. After I say "End role-play," score me from 1-10 on opening, rapport, question quality, listening, problem discovery, qualification, value creation, objection handling, buyer engagement, and closing for the next step. Then provide an overall score, what I did well, what I missed, better questions, better word tracks, coaching priorities, three practice drills, and one revised version of how I should have handled the conversation.

WHAT GOOD LOOKS LIKE: A STRONG AI ROLE-PLAY OUTPUT

A strong AI role-play session should do more than give the rep a score. It should help the manager see exactly where the rep created value, where the conversation stalled, and what to practice next.

For example, after a discovery role-play, the AI-generated feedback might look like this:

CHATGPT SCORE

8.2 / 10

What the rep did well

The rep opened the conversation with a clear agenda and kept the discussion buyer-centered. They did not rush into a pitch. When the buyer gave a vague answer like “things are fine,” the rep followed up with a stronger question that uncovered a deeper operational issue. The rep also connected the buyer's delivery delays to SLA risk, customer impact, and potential revenue exposure.

What the rep missed

The rep did not ask enough about the decision process, internal stakeholders, or timeline. They uncovered pain, but did not fully connect that pain to urgency or confirm what would happen if the problem remained unresolved.

Better question to ask next time

“It sounds like this issue is already creating pressure beyond the operations team. Who else is involved in deciding how to address it, and is there a timeline where this needs to be resolved?”

Manager coaching takeaway

This rep is strong at uncovering pain but needs to improve the bridge from pain discovery to business impact, urgency, and next step. In the next role-play, the manager should have the rep practice moving from “What is the problem?” to “Why does it matter now?” and “Who needs to be involved next?”

A useful AI role-play should give the manager clear evidence of what happened, specific coaching priorities, better word tracks, and one focused skill to practice again.

SALES ROLE-PLAY SCENARIO PROMPT LIBRARY

Use the following scenario prompts when a manager wants to isolate and practice a specific selling skill. Each prompt includes the purpose, value, instructions, and a ready-to-use prompt.

01		Discovery Call Role-Play	11	02		Objection Handling Role-Play	11
03		First Meeting with a New Prospect	12	04		Difficult Buyer Role-Play	12
05		BANT Qualification Role-Play	13	06		MEDDIC Qualification Role-Play	13
07		Closing for a Clear Next Step	14	08		Real Opportunity Preparation	14
09		Role-Play Transcript Review	15	10		Competitive Displacement Role-Play	15

1

DISCOVERY CALL ROLE-PLAY



PURPOSE

Practice uncovering business issues before pitching.

VALUE TO THE SALES MANAGER

Helps the manager evaluate whether the rep can ask layered questions, uncover pain, quantify impact, and avoid premature solution selling.

HOW TO USE IT

Use when a rep struggles to go beyond surface-level needs or jumps too quickly into product features.

● COPY/PASTE PROMPT

Act as a realistic B2B buyer. I am a salesperson practicing discovery skills. Create a buyer persona, company background, current situation, business problems, hidden concerns, budget status, decision process, and timeline. Start the role-play as the buyer. Do not reveal all information unless I ask strong discovery questions. After I say "End role-play," score me from 1-10 and give specific coaching feedback.

2

OBJECTION HANDLING ROLE-PLAY



PURPOSE

Practice responding to resistance without becoming defensive or discounting too quickly.

VALUE TO THE SALES MANAGER

Helps the manager evaluate whether the rep can clarify the objection, acknowledge the concern, reframe value, and keep the conversation moving.

HOW TO USE IT

Use one objection at a time. Ask ChatGPT to make the buyer skeptical and to push back if the rep gives a weak answer.

● COPY/PASTE PROMPT

Act as a skeptical B2B prospect. I am practicing how to handle this objection: "[Insert objection]." Make the conversation realistic and challenging. Push back if my response is weak, vague, defensive, or too product-focused. After I say "End role-play," score my objection-handling skills from 1-10 and tell me what I should have said differently.

3

FIRST MEETING WITH A NEW PROSPECT



PURPOSE

Practice opening a meeting, setting an agenda, building credibility, and earning permission to ask questions.

VALUE TO THE SALES MANAGER

Helps the manager determine whether the rep can create confidence and control early in the sales conversation.

HOW TO USE IT

Use for new reps, reps preparing for executive meetings, or reps who sound too scripted during first calls.

● COPY/PASTE PROMPT

Act as a senior decision maker at a B2B company. I am a salesperson conducting a first meeting. Create a realistic scenario where I need to build credibility, uncover business issues, ask strong questions, avoid pitching too early, and earn a next step. Begin as the buyer. After I say "End role-play," evaluate my opening, agenda-setting, credibility, questioning, listening, and next-step commitment.

4

OBJECTION HANDLING ROLE-PLAY



PURPOSE

Practice staying composed with a guarded, distracted, impatient, or skeptical buyer.

VALUE TO THE SALES MANAGER

Helps the manager test whether the rep can earn trust, slow the conversation down, and respond with confidence under pressure.

HOW TO USE IT

Use when a rep needs to improve executive presence, confidence, listening, or control of the conversation.

● COPY/PASTE PROMPT

Act as a difficult B2B buyer who is busy, guarded, skeptical, and reluctant to share information. I am a salesperson trying to create a productive conversation. Challenge me with short answers, vague responses, and pushback. Make me earn trust through better questions. After I say "End role-play," give me feedback on how well I handled resistance and what I should improve.

5

BANT QUALIFICATION ROLE-PLAY



PURPOSE

Practice qualifying Budget, Authority, Need, and Timing without sounding robotic.

VALUE TO THE SALES MANAGER

Helps the manager evaluate whether the rep can determine if an opportunity deserves more time, should advance, should stall, or should be disqualified.

HOW TO USE IT

Use when pipeline quality is weak or reps are advancing deals without enough evidence.

● COPY/PASTE PROMPT

Act as a B2B prospect. I am trying to qualify the opportunity using BANT: Budget, Authority, Need, and Timing. Do not make the information obvious. Reveal details only if I ask effective questions. After I say "End role-play," tell me whether I properly qualified the opportunity, what I missed, and whether the deal should advance in the pipeline.

6

MEDDIC QUALIFICATION ROLE-PLAY



PURPOSE

Practice complex opportunity qualification using Metrics, Economic Buyer, Decision Criteria, Decision Process, Identify Pain, and Champion.

VALUE TO THE SALES MANAGER

Helps the manager evaluate whether the rep can uncover deal complexity, business impact, internal buying process, and political risk.

HOW TO USE IT

Use for larger, longer-cycle, higher-stakes opportunities with multiple stakeholders.

● COPY/PASTE PROMPT

Act as a complex B2B buyer. I am practicing MEDDIC qualification: Metrics, Economic Buyer, Decision Criteria, Decision Process, Identify Pain, and Champion. Create a realistic enterprise sales opportunity. During the role-play, only reveal information when I ask strong, relevant questions. After I say "End role-play," score my MEDDIC qualification and identify gaps.

7

CLOSING FOR A CLEAR NEXT STEP



PURPOSE

Practice converting buyer interest into a specific, scheduled, mutual next step.

VALUE TO THE SALES MANAGER

Helps the manager evaluate whether the rep can avoid vague endings such as “send me information” or “circle back later.”

HOW TO USE IT

Use at the end of discovery, demo, proposal, or follow-up meeting practice.

● COPY/PASTE PROMPT

Act as a prospect near the end of a sales meeting. I am practicing how to close for a specific next step. Give me a realistic conversation where the buyer is interested but noncommittal. I need to secure a clear next step with date, time, attendees, purpose, and mutual action items. After I say “End role-play,” score my close and suggest a better closing statement.

8

REAL OPPORTUNITY PREPARATION ROLE-PLAY



PURPOSE

Practice for an actual upcoming meeting using live opportunity details.

VALUE TO THE SALES MANAGER

Helps the manager and rep identify likely buyer objections, stakeholder dynamics, decision criteria, risks, and next-step strategy before the meeting.

HOW TO USE IT

Paste CRM notes, previous meeting notes, buyer titles, pain points, stage, and desired meeting outcome.

● COPY/PASTE PROMPT

Act as the buyer in the following real sales opportunity. Use the opportunity details to create a realistic role-play that helps me prepare for my next meeting. Include likely buyer priorities, objections, decision criteria, political dynamics, and risks. Challenge me during the conversation. After I say “End role-play,” evaluate whether I improved the odds of advancing the deal.

Opportunity details: [Paste opportunity details here]

9

ROLE-PLAY TRANSCRIPT REVIEW



PURPOSE

Score and coach a completed role-play or real call transcript.

VALUE TO THE SALES MANAGER

Helps the manager turn a transcript into specific coaching, better word tracks, and targeted practice drills.

HOW TO USE IT

Use after a live role-play, recorded sales call, or mock discovery meeting.

● COPY/PASTE PROMPT

Act as a sales manager reviewing this role-play transcript. Score the salesperson from 1-10 on opening, rapport, discovery, qualification, value creation, objection handling, listening, confidence, closing, and next-step commitment. Then provide specific coaching feedback, better word tracks, and three practice exercises.

Transcript: [Paste transcript here]

10

REAL OPPORTUNITY PREPARATION ROLE-PLAY



PURPOSE

Practice selling against an incumbent competitor without criticizing the competitor too aggressively.

VALUE TO THE SALES MANAGER

Helps the manager evaluate whether the rep can uncover dissatisfaction, cost of inaction, switching criteria, and differentiation.

HOW TO USE IT

Use when reps face prospects who are moderately satisfied with an existing vendor or internal process.

● COPY/PASTE PROMPT

Act as a prospect currently using one of our competitors. I am a salesperson trying to uncover dissatisfaction, understand switching criteria, and position our solution without attacking the competitor. Make the buyer moderately satisfied and resistant to change. After I say "End role-play," score my ability to create urgency, differentiate our value, and earn a next step.

SCORING RUBRIC FOR SALES ROLE-PLAYS

Role-play becomes more valuable when the feedback is consistent. Without a clear scoring rubric, coaching can become subjective and difficult to compare from one session to the next.

Use this rubric to evaluate each role-play against the same core sales behaviors. Over time, this helps managers identify patterns, track improvement, and coach with more precision.

SCORE AREA	WHAT GOOD LOOKS LIKE	WARNING SIGNS	MANAGER COACHING QUESTION
Opening	Clear purpose, buyer-centered agenda, confirms time and desired outcome.	Rambling start, weak agenda, immediately pitches.	<i>How could you create more value in the first 60 seconds?</i>
Discovery	Asks layered questions, follows up, uncovers business impact.	Asks generic questions or accepts surface-level answers.	<i>What did you learn that was not obvious before the call?</i>
Qualification	Identifies budget, authority, need, timing, decision process, and risks.	Advances the deal without enough evidence.	<i>What evidence proves this is a real opportunity?</i>
Value Creation	Connects buyer pain to measurable business outcomes.	Talks mostly about features, service, or company history.	<i>How did you help the buyer see the business cost of the problem?</i>
Objection Handling	Clarifies concern, acknowledges it, reframes value, and advances conversation.	Defensive, discounts too quickly, over-explains.	<i>What question could you ask before responding to the objection?</i>
Next Step	Secures date, time, attendees, purpose, and mutual action items.	Ends with vague follow-up or "send me information."	<i>What commitment did the buyer make before the meeting ended?</i>

MANAGER DEBRIEF QUESTIONS AFTER EACH ROLE-PLAY

The role-play is where the rep practices. The debrief is where the learning sticks. Use these questions to help the salesperson slow down, reflect on the conversation, and identify the moments that mattered most. Where did they create value? Where did they accept a vague answer? Where did they miss a chance to qualify, reframe, or secure a stronger next step?



The goal is not to overwhelm the rep with a long list of corrections. The goal is to turn each role-play into one or two clear actions they can practice, repeat, and improve.

- What was your objective going into the conversation?
- What did you learn about the buyer's business that you did not know before?
- Where did the buyer give you a vague answer, and how did you follow up?
- Did you uncover the business impact of the problem or only the surface-level need?
- What evidence did you gather that this opportunity is qualified?
- Where did you talk too much or pitch too early?
- What objection or hesitation did you fail to fully address?
- What specific next step did you earn?
- What would you do differently if you could replay the conversation?
- What is one skill we should practice again next week?

SECTION 10

SUGGESTED 30-DAY ROLE-PLAY COACHING CADENCE

Role-play only works if it happens consistently. One strong session can create awareness, but repeated practice is what turns better questions, stronger qualification, and clearer next steps into habit.

This 30-day cadence gives managers a simple way to build role-play into the coaching rhythm without overloading the calendar. Each week focuses on one core sales skill, helping reps improve step by step from discovery to qualification, objection handling, and next-step control.

WEEK	FOCUS	ROLE-PLAY TYPE	EXPECTED IMPROVEMENT
Week 1	 Discovery discipline	Discovery Call + Difficult Buyer	Stronger questions, better listening, less premature pitching.
Week 2	 Qualification quality	BANT or MEDDIC	Cleaner pipeline decisions and better opportunity evidence.
Week 3	 Objection handling	Objection Handling + Competitive Displacement	Improved confidence, less defensiveness, stronger reframing.
Week 4	 Advancing the opportunity	Closing for Clear Next Step + Real Opportunity Prep	More specific next steps and stronger meeting outcomes.

BEST PRACTICES FOR SALES MANAGERS

A handful of habits separate managers who run occasional role-plays from those who build a true coaching system. Keep these principles in view as you put the playbook to work.



01

Role-play frequently in short sessions.

Ten focused minutes each week is more valuable than an occasional long session.



02

Coach one or two behaviors at a time.

Too much feedback reduces adoption.



03

Use the same scoring rubric repeatedly.

Reusing one rubric makes improvement visible over time.



04

Make reps redo weak sections.

The fastest improvement often comes from replaying one question, objection response, or closing statement.



05

Connect role-play to real opportunities.

Practice tied to live deals whenever possible makes every session matter.



06

Track role-play scores over time.

Compare them to actual pipeline progression, close rates, and forecast accuracy.

FROM PROMPT-BASED PRACTICE TO SCALABLE SALES COACHING

The prompts in this guide are a practical starting point for making sales role-play more structured and consistent. The challenge is that prompt-based practice still puts most of the work on the manager. Someone has to build the scenario, run the session, evaluate the conversation, pull out the coaching takeaways, and keep track of whether the rep is actually improving.

Innovo Coach does that work for you.

As an AI-powered sales role-play and coaching platform, Innovo Coach helps sales teams turn role-play into a repeatable coaching system. Reps get a realistic place to practice sales conversations and receive instant feedback before they are in front of real buyers. Managers get a clearer picture of rep development without having to manually manage every step of the process. Each practice session shows what is improving, what still needs work, and where coaching will have the greatest impact.

Use this guide to start building better practice habits. Use Innovo Coach to turn those habits into a consistent, scalable coaching system.



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