

RAIN Conversation AI

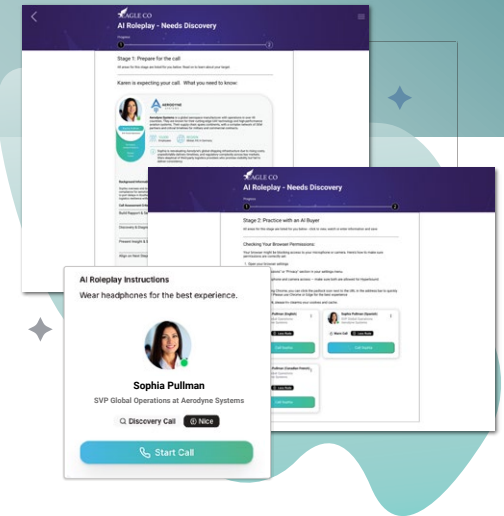


Conversation AI gives your team a dedicated arena to practice real-world conversations with AI-powered personas in roleplays relevant to your business. From C-suite negotiations to coaching conversations, learners can refine their approach to a variety of conversation scenarios in a safe, scalable, and repeatable environment.

Harness the Power of Practice, Embed Learning, and Unleash Performance

For more than 20 years, RAIN Group has equipped sales teams to close performance gaps and embed high-impact behaviors through research-backed training and purposeful repetition. **Conversation AI** brings that methodology to life, transforming single event training into lasting capabilities.

With immersive roleplay and precision feedback, sellers move from knowing to doing, building fluency in the conversations that matter most. The result: better coaching signals, clearer enablement priorities, and meaningful behavior change at scale.



Realistic Buyer Scenarios

Practice with AI personas modeled after real customers.



Unlimited Practice Access

Roleplay anytime without usage caps or scheduling bottlenecks.



Focused Skill Building

Target key skills like discovery, negotiation, or executive selling.



Actionable Feedback

Get personalized guidance after every roleplay attempt.



Performance Insights

Track seller progress and identify coaching opportunities.



On-Demand Development

Sellers can practice and improve on their own schedule.



Custom Scoring Rubric

Evaluate against your unique methodology and criteria.



Aligned to Your Methodology

Reinforce the sales skills that actually win deals.

Instant, Detailed Commentary and Scoring

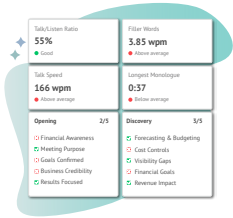


Deep Analysis

- Get categorical feedback on critical skills and knowledge being assessed
- Identify specific gaps and missed opportunities in the conversation
- Provide examples and alternative talk tracks or questions that would have yielded a better result

Scorecard Results

- Assess high-impact skills with granular scoring aligned to your methodology
- Measure progress with first attempt, best attempt, and time to mastery
- Fuel motivation with benchmarks and leaderboards



Focused Coaching

- Overcome coaching capacity and capability challenges for frontline managers
- Leverage detailed feedback for targeted coaching conversations
- Empower sellers to own their development and request help in specific areas they're struggling with



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One of the toughest challenges in enablement is proving the impact of training—going from **knowledge transfer to real application**. We've always had to rely on manager observation or CRM activity to guess if it's working. With this tool, **we no longer need to depend on self-reporting or Salesforce data**. It gives us direct evidence that sellers can execute, and we can finally **draw a straight line from training to field performance**.

*Mike Blachette, Vice President of Global Sales Acceleration
Leading Data Resilience Company*

Use Cases

- **Benchmark:** Assess learners before a training event and again after to demonstrate improvement.
- **Reinforcement:** Use after a live training event to practice new skills to embed the learning and achieve mastery.
- **New-Hire Ramp Acceleration:** Shorten time to productivity with guided, high-repetition onboarding practice.
- **GTM Messaging & Fluency:** Assess new product messaging and objection handling.
- **Capability Assessment:** Determine learning priorities, pathways, and design across cohorts.
- **Drip Content:** Release new scenarios (bots) periodically to create a culture of continuous learning.

