

AI sales coaching for the enterprise

Impactful, scalable, measurable



Sales training

Dec. 2026

● 70.1

● 5 -

 70% goal attainment

Achieve your team's full potential 

What?

AI sales coaching
for the enterprise

Why?

The more powerful AI
becomes, the more
clients seek genuine
human connection

How?

Through role plays and
behavioral feedback, we
shape your team into
trusted advisors

Who we are

Meet the pioneers in AI coaching



Rooted in science

Founded at TU Munich 8 years ago, HQ in
Munich, based on years of research at:



EU-hosted, globally scalable

EU AI act and GDPR-compliant, ISO 27001
certified



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Co-founder

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Co-CEO, CPO

Peter Holdenried
Head of Sales

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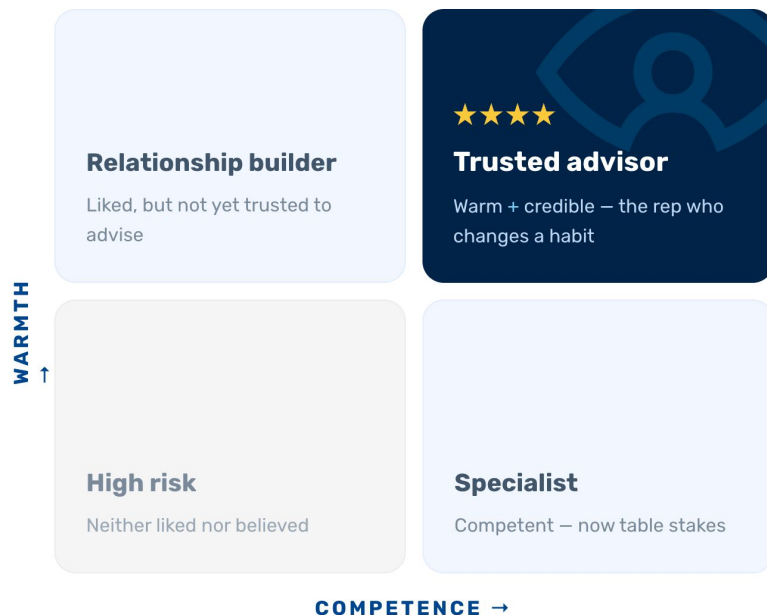
Dr. Florian Abicht
Chief AI Officer

Ernesto Balestrini
CTO



Our Scientific Approach

Warmth + Competence = Sales Performance



AI floods the world with competence. Every clinical answer, comparison and dosing detail is now instant and free.

So competence stopped being your differentiator.

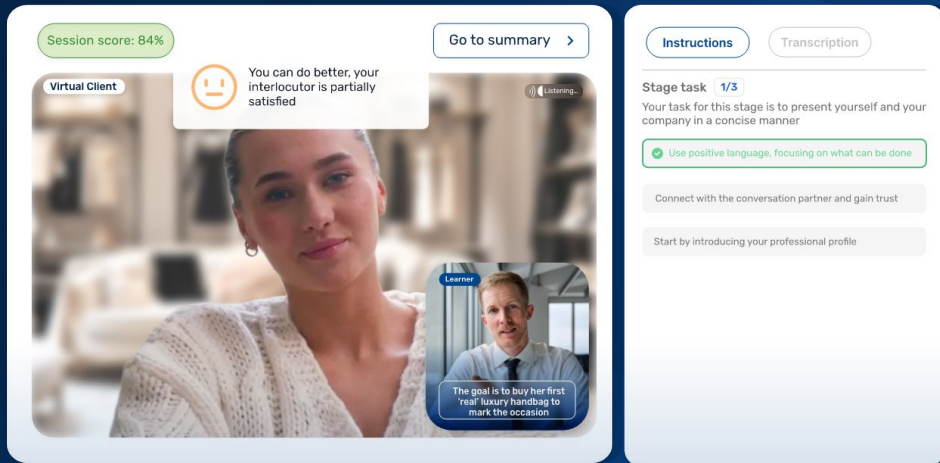
What's left is **warmth + credibility** – the trusted advisor. The last rep standing between your brand and a commodity conversation.

Warmth & competence framework – Fiske, S. T. (2018), Current Directions in Psychological Science.

Turning sellers into trusted advisors through practice

AI role play

- Offer dynamic, photorealistic avatars that role-play realistic client conversations
- Integrate coaching sessions seamlessly into sales enablement, product launches, and daily workflows offering a psychological safe space
- Deliver real-time feedback and guidance to accelerate learning and drive results



The screenshot displays the Retorio AI role-play interface. On the left, a large video window shows a "Virtual Client" (a woman) and a smaller inset shows the "Learner" (a man). A feedback box above the learner states: "You can do better, your interlocutor is partially satisfied". A "Session score: 84%" is shown in a green bubble. A "Go to summary" button is in the top right. On the right, a sidebar contains "Instructions" and "Transcription" tabs. The "Instructions" tab shows the "Stage task 1/3": "Your task for this stage is to present yourself and your company in a concise manner". A green tip says: "Use positive language, focusing on what can be done". Below are two greyed-out instruction boxes: "Connect with the conversation partner and gain trust" and "Start by introducing your professional profile".



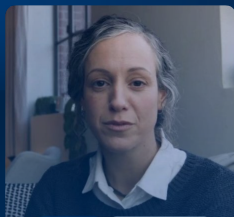
Sales Coaching **Personal Effectiveness**

"We Went with Your Competitor"
Build strategies to manage high-stakes pressure and maintain the highest required for top-tier performance.



Customer Service **Tough Conversations**

Handling a Pricing Model Backlash
An angry merchant calls customer service to complain about the new pricing model. Practice de-escalating the situation, explaining the value behind the change, and retaining their business.



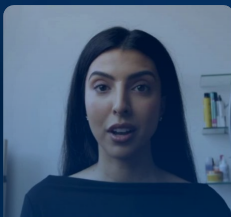
Sales Coaching **Cross-Selling**

The 90-Second Pivot
Your goal is to create a quick, compelling "bridge" to introduce your company's related cholesterol drug and secure a follow-up for a full trial.



Sales Coaching **Sales Methodology**

The Stalled Deal Diagnosis
Apply the MEDDIC framework to better qualify deals and improve your win rate on complex opportunities.



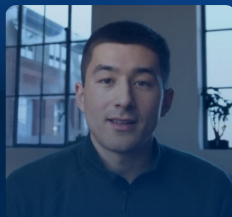
Sales Coaching **Objection Handling**

"Your Competitor is 30% Cheaper"
Learn to reframe tough objections on price and value and turn them into opportunities.



Sales Coaching **Cross-Selling**

The QBR Cross-Sell Opportunity
Identify and act on new opportunities to expand business within your existing enterprise accounts.



Product Training **Product Demo**

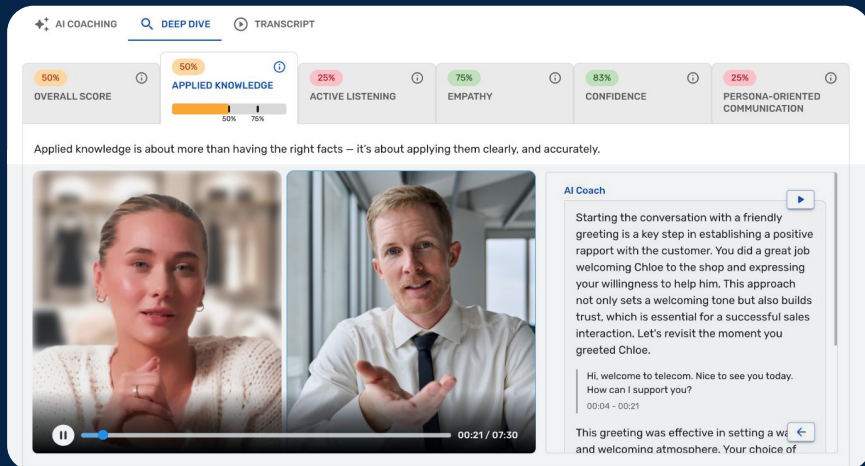
Deming a New Service to Buyers
You are a sales engineer deming a new cloud service. Practice answering deep technical questions from a skeptical Head of Engineering, proving its performance and security.



Sales Coaching **Value Selling**

"We Only Care About ROI"
Position our solution to solve essential, level business moving the conversation beyond features.

Our AI coach provides actionable feedback



Guided AI feedback

- AI coaches users on applied knowledge, methods, product knowledge, and warmth & competence
- AI guides users through their videos, showing them exactly how to achieve better results
- AI understands context, verbal and non-verbal behavior, and provides tactical feedback



Warmth*

Active listening

Attention & focus
Verbal mirroring

Empathy

Empathetic reactions
Verbal-nonverbal consistency



Competence*

Confidence

Doubt words
Filler words
Presence

Persona orientation

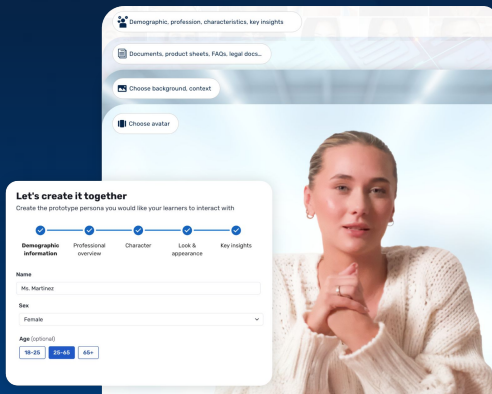
Speaking their language
Sentence complexity
Level of detail
Information density

*Fiske, S. T. (2018). Stereotype content: Warmth and competence endure. *Current Directions in Psychological Science*, 27(2), 67-73.

Generate and scale impactful coaching programs faster

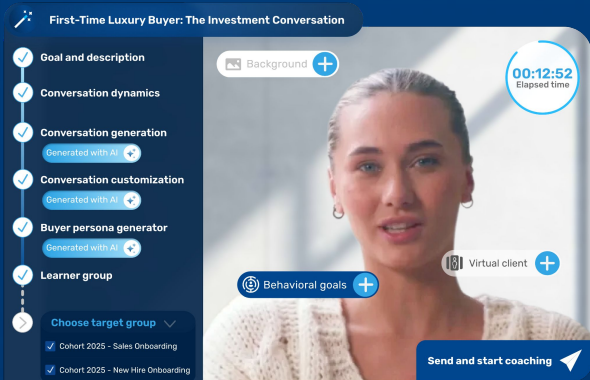
Session generator

- Define your goals and business objectives
- Let AI create tailored coaching programs & auto translate them
- Enrich sessions with your existing training & marketing content



Analytics

- Drive and measure engagement, skills, and business impact
- Get real-time insights into sales readiness and performance gaps
- Identify winning behaviors of your top performers



Persona generator

- Create lifelike virtual twins of your real customers
- Define their background story, needs, pains, and behaviors
- Access (93) photorealistic avatars and (38) natural voices in 13 languages



Power up performance with a self-reinforcing data loop



1. Launch global coaching programs faster with the **session generator**
2. Enable local teams to localize personas with the **persona generator**
3. Use **AI role plays** to train and learn from up to thousands of learners simultaneously
4. Scale global and local best practices with **guided AI feedback**
5. Measure impact and refine your programs with **analytics**

Connect to your CRM/LMS to make it even more powerful:



SAP SuccessFactors



Summary

Benchmarks

Based on our experience with:

MERCK

ERGO

NÜRNBERGER
VERSICHERUNG

VERSICHERUNGS
KAMMER
BAYERN

vodafone

mv

die Bayerische

teva

Red Bull

AMGEN

CWS

npa

HUGO BOSS

AXA

Vaillant

R+V

VIESSMANN

DAIMLER
TRUCK



User KPIs

21x

Conversation practice

Per sales agent/advisor

+20%

Increased sales readiness

Quantifiable improvement in readiness
before interacting with clients

+17%

1st-year goal achievement

Increase in first-year goal achievement for
new hires (sales agents)

Enablement KPIs

>80%

User activation rate

Avg. percentage of invited users who actively
use the platform when our engagement
recommendations are being followed.

+38%

Ramp-up speed increase

Increase in ramp-up speed
(time-to-competency reduced from 8 to 5
weeks).

>10x

Reduced delivery time

Faster delivery or content creation time
dropping from weeks to under 40 minutes

Business impact

7-15x

Expected ROI

Return on investment anticipated in the first
year (mostly through efficiency gains)

-40%

Reduced employee turnover

Decreases in fluctuation are a major cost
saving metric

5-15%

Revenue Increase & win rate

Overall revenue increase of typically +5% to
15% within first 3 years of partnership

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for the enterprise



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