

| AI TOOLS -

# Sales Companion

Real-time sales assistance during the call

Sales Companion listens to the conversation and displays on-screen suggestions about what to say next, based on your company sales playbook.



Live conversation

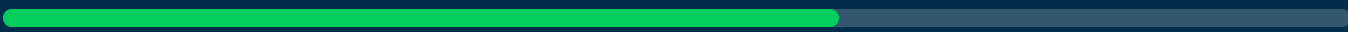


Playbook suggestion

Objections



Questions



Arguments



## SALES CONTEXT

# On a call, the sales rep has seconds to decide how to respond

An **unexpected objection**, a difficult question, or a buying signal can change the direction of a conversation.

At that moment, checking documentation, searching for an argument, or remembering the recommended response can be impractical.

**Sales Companion** supports the sales rep during the call and offers guidance at the moment it is needed.



### Playbook

Sales criteria defined by the company.



### Call

A real conversation with questions, signals, and objections.



### Suggestion

Suggested response or argument on screen.



## STEP BY STEP

# A guide during the conversation

01

### Configured with your **playbook**

Sales Companion is trained with the **client sales playbook**, instead of using a generic script.

02

### Listens to the **call**

The application uses the computer microphone and the meeting tab to follow the conversation.

03

### Interprets the **conversation**

It analyzes what is happening during the call to identify when the sales rep may need guidance.

04

### Suggests what to **say**

It displays an on-screen recommendation with the **next suggested response or argument**, while the conversation continues.

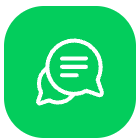
05

### Keeps the sales rep in **control**

The sales rep remains in control and decides how to use the recommendation.



# Your playbook available when it is really needed



## **Answer** questions

It can help the sales rep answer questions during a call.



## **Handle** objections

It offers guidance to handle objections in real conversations.



## **Recall** arguments

It helps recall sales arguments defined by the company.



## **Guide the** conversation

It supports sales reps who are still becoming familiar with the sales process.



## TOOL ROLE

# Designed to support, not replace, the sales rep

Sales Companion **does not make the call** or speak with the customer on behalf of the representative.

Its role is to support the sales rep while speaking and show suggestions on screen.

The conversation remains in the hands of the person.

### Real conversation

The sales rep speaks with the customer.



### Suggestion en pantalla

Sales Companion proposes an argument from the playbook.



The sales rep remains in control and decides how to continue the call.



**DESKTOP APPLICATION**

# Works directly from **Windows**



Available as a **Windows desktop application**.



It uses computer audio to support **meetings and calls**.



It can be offered as a **specific implementation** or through a live demo.

Sales Companion

Windows app

Call en curso

Suggestion

Respond from the playbook and connect the argument to the need mentioned by the prospect.



## IDEAL TEAMS

# What teams is it designed for?

**Sales Companion** is designed for organizations that:



Sell through calls or virtual meetings.



Have a **defined sales playbook**.



Need to help the team apply that playbook during **real conversations**.



Want to support new sales reps during onboarding.



Want to incorporate AI as support for the representative without **automating the conversation** with the customer.

# Turn your playbook into assistance during every **call**

**InterConnecta** configures Sales Companion from the organization playbook so recommendations match the way the team actually sells.

Does your team have a good playbook, but find it hard to consult while speaking with a prospect?

**Talk to an InterConnecta specialist**