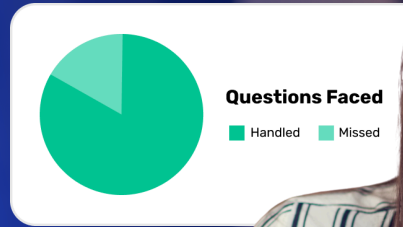




AI ROLEPLAY & COACHING | SAAS

# Practice the conversations that close complex SaaS deals



## SaaS deals fall apart when your reps can't sell value

SaaS buyers show up informed, skeptical, and comparing you to competitors. If your reps can't sell value, handle tough objections, and navigate multiple stakeholders, deals stall or go to someone who can. FunnelX gives SaaS sales teams a way to practice the exact scenarios they face, from the first discovery call through pricing negotiation, using your own ideal customer profile and methodology. The result is sharper discovery, faster ramp times, and reps who confidently sell business outcomes instead of features.

## Why FunnelX

- 1 Sell value, not features**  
Reps practice connecting your product to the business outcomes buyers actually care about.
- 2 Ramp reps faster**  
We augment traditional training and sales kickoffs with real scenario practice from day one, so reps build skills instead of just sitting through slides and shadowing calls.
- 3 Coach without bottlenecks**  
Real-time and post-call AI coaching helps reps improve between calls without waiting for a manager.

## HIGHLIGHTS



### Live AI roleplay

Practice uncovering pain points, identifying decision-makers, and qualifying deals against your ICPs.



### Live AI coaching

Provide instant feedback on how reps position outcomes, explain differentiation, and handle technical questions.



### Sales analytics

Use 30/60/90 snapshots and trend data to help managers prioritize the learning and skills that need attention now.



### Faster onboarding

Reinforce training programs with hands-on practice, so reps build real skills through repetition instead of just absorbing information.

# AI-powered training features built to close complex deals

FunnelX delivers the core features that help your team sell value and close complex deals on every call.

## Persona-based simulations

Practice selling to champions, economic buyers, and technical evaluators using scenarios built around your ICPs and products.

## Live coaching & feedback

Reps get live coaching during simulations and live calls, plus instant guidance on value messaging, objection handling, and discovery.

## On-demand AI coaching

Reps chat with an AI coach to break down conversations, understand what went wrong, and get direction they can apply on the next call.

## Leaderboards & reporting

Friendly competition, performance tracking, certifications, and scheduled simulations keep teams engaged and practicing consistently.

## Recreate sales scenarios

Import your call data, sales assets, and playbooks so reps practice the exact conversations they face in your market.

## Call reviews & scoring

Leaders and reps review transcripts, history, scores, and feedback tied to your sales framework to keep coaching focused.



## Ready to turn every rep into your strongest closer?

The gap between your best rep and the rest of your team is practice. FunnelX closes that gap.

Contact us at [sales@funnelx.ai](mailto:sales@funnelx.ai) to book a demo

