



AI in Life Sciences Sales: Trends, Impact, and Challenges

IMPARTA RESEARCH REPORT

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EXECUTIVE SUMMARY

AI is reshaping the life sciences sales landscape, offering new opportunities to enhance productivity, personalize engagement, and accelerate revenue growth. With estimates already suggesting tens of billions of dollars in commercial value from generative AI, the potential impact is clear. Yet many organizations struggle to scale due to fragmented tools, regulatory complexity, and resistance to change.

This report combines the latest data points and Imparta's expert insights across global sales organizations to uncover what truly works. We explore how early adopters are driving measurable improvements in deal velocity, efficiency, and rep effectiveness, while avoiding the pitfalls of "AI islands" through integrated, orchestrated solutions.

At the heart of this transformation is i-Coach AI, Imparta's agentic AI enablement platform. i-Coach AI unifies learning, coaching, and performance intelligence into the daily flow of sales work. It empowers reps and managers through human-centered AI that is methodology-aware, securely integrated, and proven to drive behavior change.

If you're looking to move from fragmented experimentation to enterprise-level transformation, this report offers a roadmap and a solution to turn AI potential into real sales impact.

INTRODUCTION

Life sciences companies spanning pharmaceuticals, medical devices, and biotech are increasingly leveraging artificial intelligence (AI) to transform their commercial operations. Recent research highlights significant potential value, for example, [McKinsey](#) estimates generative AI could create \$60–\$110 billion per year in economic value for pharma and MedTech, with roughly \$18–\$30 billion attributed to commercial functions (sales and marketing) alone. Early pilot programs show promise in boosting sales productivity and customer engagement, but scaling AI enterprise-wide in this heavily regulated sector comes with unique challenges around stakeholder complexity, ethics, and user adoption.

Below, we delve into the latest expert analyses and data on how AI is being implemented in life sciences sales, from performance improvements and sales enablement use cases to stakeholder mapping, ethical considerations, and adoption hurdles. We offer Imparta's practical guidance, based on experience working with many of [the world's leading organizations](#), on how you can take these insights and transform them into concrete next steps to drive real sales impact with AI.

AI-ENABLED SALES PERFORMANCE IN LIFE SCIENCES

Quantifying the Impact

AI adoption is already delivering measurable efficiency and revenue gains. A 2024 [Bain](#) survey found companies realized on average 15% higher productivity and a 9% bottom-line improvement from generative AI initiatives across functions. Leading adopters are already seeing substantial performance lifts, with a separate [Bain](#) report stating that early adopters of AI are achieving up to 20% improvements in earnings within 18–36 months, far outpacing skeptics. In a recent report, [Salesforce](#) comments on how many companies are using AI to free reps to focus on selling and building trusted relationships with customers. This is often achieved through deployment of single-point solutions to automate routine tasks. The report goes on to note that 83% of sales teams deploying AI saw revenue growth, versus 66% who did not. Such gains hint at AI's disruptive potential in sales performance when properly deployed.

These data points signal that AI is already delivering significant productivity and revenue gains for sales teams, especially among early adopters. The clear performance gap between AI users and non-users underscores both the competitive advantage and the growing risk of being left behind. But what these numbers don't reveal is how AI needs to be implemented in the life sciences context to avoid fragmentation, ensure adoption, and turn potential into consistent, scalable impact, a challenge we explore in the next sections.

Life Sciences Benchmarks

In the life sciences sector, recent data points tell a similar story. Analysts at [McKinsey](#) project AI (especially generative AI) can boost productivity across pharma value chains, from faster drug R&D to more effective marketing, translating to that \$60–\$110B annual value opportunity mentioned in the introduction.

A recent study produced by [Ernst & Young](#), which analyzed more than 450 roles across the pharma and healthcare industry, estimated that GenAI could drive productivity improvements across sales, supply chain and production by 30% to 40% by 2030. The study also notes that “AI-driven commercial operations are helping sales teams analyze market trends and deliver more targeted, data-driven recommendations to healthcare providers.”.

Together, these benchmarks underscore a clear consensus that AI is not only a future enabler but a present-day catalyst for commercial transformation in life sciences. As the technology matures, its impact is increasingly reshaping commercial models in healthcare, enabling sales teams to engage providers more intelligently, respond faster to market dynamics, and deliver more personalized, value-based interactions.

Revenue Growth and Efficiency

Generative AI tools are enabling sales reps to work smarter and faster. For instance, AI-driven analytics can crunch vast datasets (CRM records, market data, etc.) to surface disruptive insights about customer needs, which sellers can use to tailor their pitches. [Gartner](#) notes that salespeople who leverage rich buyer intelligence achieve about 5% higher account growth, and AI now makes gathering that intelligence easier and faster.

Conversational AI assistants (chatbots and “copilots”) are also accelerating customer interactions. [Bain](#) highlights that companies using generative AI in customer-facing roles have cut customer response times by up to 35% and, in [another report](#), state that similar efficiency gains are seen in content generation, freeing reps to focus on closing deals.

For life sciences sales teams, AI tools are increasingly automating routine tasks in isolation, enabling reps to engage in more high-quality interactions. However, as AI adoption becomes more widespread, the competitive edge from these point solutions is diminishing. Furthermore, those early movers adopting multiple single-point solutions, one tool to manage call analysis, another for coaching, another as a co-pilot, etc., are now facing an increasingly fragmented and disjointed system. From a sales context, deploying AI without agentic design, sales methodology alignment, and full integration (with both existing platforms and the organizations data lake) leads to conflicting guidance and slows sales teams down.

To sustain a competitive edge, healthcare organizations must look to adopt integrated AI enablement platforms that bring together the essential tools they need, whether it be intelligent coaching, context-aware automation, or real-time performance analytics, to deliver consistent, scalable impact across the sales ecosystem.

Real-World Performance Examples

While still an emerging area, a few concrete examples show AI's impact on sales KPIs in life sciences:

Sales Uplift

[McKinsey industry surveys](#) indicate AI-enabled personalization and account insights can directly drive sales. Cross-industry leaders have seen 15–20% increases in sales conversion rates after redesigning customer engagement with advanced analytics and AI. Pharma sales teams using AI-driven recommendations to target the right physicians with the right message at the right time report better conversion and higher HCP engagement than traditional mass outreach.

Efficiency Gains

According to [Aquent](#), a large pharma company deployed an AI content automation initiative to draft and MLR-review sales and marketing materials to cut content creation costs by ~30% and reduce project timelines by over 20%, allowing faster rollout of sales campaigns. Another company's AI system was noted for reusing approved content and flagging compliance issues to 2–3× accelerate the med-legal review cycle, directly boosting the speed at which sales and marketing teams can get compliant messages to market.

Rep Productivity

Generative AI-based training and coaching tools are improving sales reps' effectiveness. For example, in a recent initiative led by Imparta with a leading healthcare company, Imparta introduced the iCoach AI Coach and Simulator to empower their management team. Aimed at enhancing coaching capabilities, the AI tool provided managers with deep insights into team challenges and guided them in selecting and implementing targeted solutions aimed at individual sales representatives.

The simulator functionality allowed managers to:

- Practice a range of scenarios, from appraisal conversations and difficult one-on-ones to client calls and pitch preparations, while receiving immediate, constructive feedback and guidance on how to best handle those situations as a manager
- Simulate physician questions so reps can practice (via Pre-play® and Re-Play®) role-plays.
- Analyze call transcripts for enhanced coaching insights and targeted feedback

Skill gaps and development areas are identified in real time, with relevant training modules automatically recommended to help reps close those gaps efficiently.

The quality of interactions, insights, and actionable outputs has supercharged management effectiveness, impressing both sellers and managers. Following the successful launch to an initial group, the program was quickly extended to all General Managers in Europe. Now, the company is evaluating a significant roll out of the tool across their entire sales organization, underscoring the profound impact and potential of this type of AI solutions.

Overall, the consensus from McKinsey, Deloitte, and others is that AI can significantly boost life sciences sales performance but capturing that value at scale requires more than just tech investment. It hinges on using AI in targeted ways (high-impact use cases), aligning it with sales strategy, and navigating the complex stakeholder environment of healthcare, as we will discuss next.

Imparta's Recommended Approach

To translate these insights into actionable steps for driving real sales impact with AI, consider the following approach:

1. Strategic Alignment:

- Identify High-Impact Use Cases: Focus on AI that can deliver on each of the use-cases that drive value (such as personalized sales coaching, learning in the flow of work, sales call preparation, customer engagement, lead prioritization, etc.) rather than deploying multiple AI tools that operate in isolation.
- Align with Sales Strategy: Ensure AI initiatives support overall business objectives and integrate seamlessly with existing sales processes and platforms.

2. Technology Integration:

- Leverage Existing Data: Utilize CRM records, data lakes and market data to generate truly actionable, personalized and relevant insights that enhance customer interactions.
- Leverage AI to accelerate key client insights: Utilize AI solutions integrated with your CRM to enhance account management efficiency, such as populating stakeholder maps, or identifying new cross-sell/up-sell opportunities.
- Select tools with broad integration capabilities: Choose AI platforms that seamlessly connect with all of your platforms (CRM, CMS, marketing automation, chat and analytics systems) to ensure a unified data ecosystem and eliminate silos. You want to avoid creating a complex network of single-function point solutions.

3. Training and Enablement:

- Deploy Agentic AI coaching: Combine AI agents with human managers to provide proactive, personalized, sales-aware support.
- Enhance Reps' Skills with AI Training Tools: Use generative AI for role-play simulations and call analysis to improve sales effectiveness and reduce onboarding time.
- Improve Manager Effectiveness: Use AI call assessments to accurately and quickly assess seller competencies at scale and enhance coaching activities.
- Continuous Learning: Deploy tools that are methodology-based and facilitate ongoing skill development in the flow of work.

4. Performance Measurement:

- **Track Key Metrics:** Monitor improvements against your existing KPIs, such as conversion rates, deal velocity, and rep productivity, to assess the impact of AI interventions. Ensure that your platform features:
 - An efficient method to identify, visualize, and close skill gaps.
 - A quick and easy view into individual and team performance metrics.
 - The ability to draw correlations between learning and sales performance.
- **Iterate Based on Feedback:** Regularly review performance data to refine strategies and optimize the use of AI in sales processes.

5. Stakeholder Engagement:

- **Navigate Healthcare Complexities:** Work closely with stakeholders across functions (e.g., compliance, legal) to ensure smooth implementation of AI initiatives in regulated environments like life sciences.
- **Drive Cross-Functional Adoption:** Engage champions across sales, marketing, IT, and enablement to foster ownership and collaboration. Work with solution providers to promote early wins, and co-create use cases with front-line teams to build trust, reduce resistance, and accelerate adoption. Establish feedback loops to continuously align AI initiatives with evolving business needs.

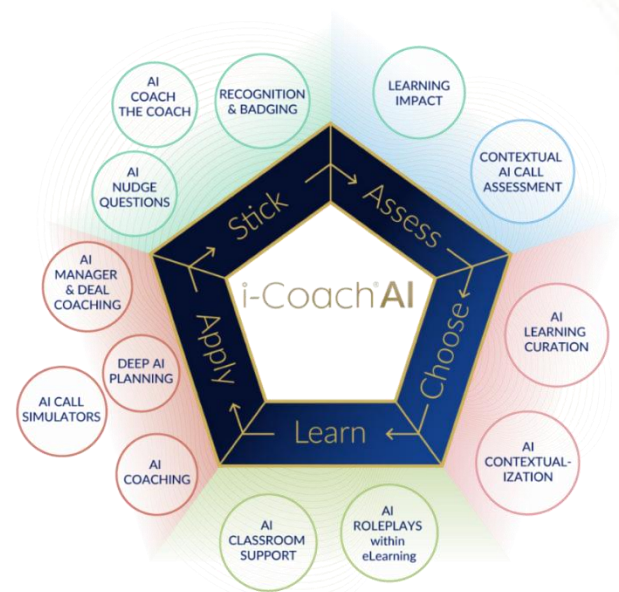
Discover i-Coach AI: The Agentic Sales-Expert AI

i-Coach AI is a sophisticated, agentic sales-expert AI that integrates seamlessly across various tech stacks, including Salesforce, MS Dynamics, Teams, and LMS. Its proprietary multi-pass RAG covers 1.5 million words of IP across sales, customer experience, management, and leadership, and connects to client data for tailored advice and coaching. i-Coach AI includes 20+ agents, from roleplays to call assessment and coaching.

It's proactive and personalized, with a user memory that maintains context and spots patterns. Its enterprise-level design allows integration with multiple vendors' platforms as headless agents, while voice and video avatars provide engaging interactive experiences for users.

i-Coach AI is methodology-aware and integrated into a structured change process, ensuring real behavioral change rather than information delivery. This holistic approach combines human agents, like managers and trainers, with AI agents across various functions that covers all aspects of enablement:

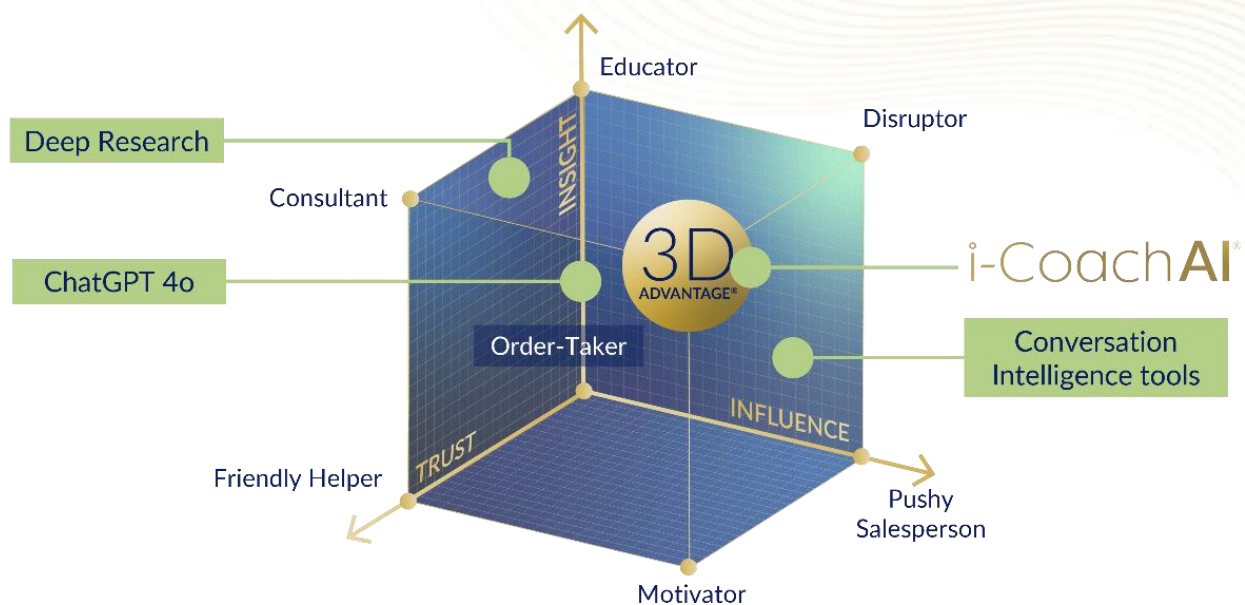
- **Intelligent Call Reports:** Generates insightful reports detailing customer position in the Buying Cycle and next steps.
- **Call Assessment:** Evaluates calls by identifying relevant competencies and providing detailed feedback.
- **Re-Play™ & Pre-Play™:** Allows users to practice refined approaches through conversation replays with updated assessments.
- **AI Roleplays:** Offers experiential learning linked to eLearning modules.
- **Live Call Assessments:** Provides real-time evaluation during calls for performance improvement.
- **Recommended e-learning modules:** Suggests resources from Imparta's content library based on interactions or assessments.
- **Adaptive Coaching Process:** Uses structured prompting tailored to individual needs.
- **Agentic AI Integration:** Combines AI and human agents for comprehensive support throughout the sales process.
- **Voice & Video Avatars:** Delivers engaging interactive experiences during training and simulations.
- **Platform Integrations:** Accessible across tech stacks like Salesforce and Teams.
- **Call Simulators:** Offers simulated practice, based on live customer and stakeholder data.



At Imparta, we don't just bolt AI onto our solutions - we integrate it deeply into the sales enablement journey, ensuring that every use case is connected, meaningful, and results-driven. AI isn't just another feature in our platform; it's a core enabler of behavior change, performance improvement, and real sales impact.

Our agentic approach contrasts sharply with point solutions focused only on platform presence; we help clients create a unified user interface across tech stacks. Ultimately, i-Coach AI fosters transformation within sales teams by aligning advanced capabilities with proven methodologies and personalized interaction.

Imparta assess AI in the same way we do salespeople: Using the three dimensions of Insight, Influence and Trust.



Most LLMs are good at providing insight but relatively low on influence and trust.

Deep research functions are more trustworthy, but they still fail to influence seller behavior.

Conversation Intelligence tools are set up to influence seller behavior, but they often lack insight into what is really going on in a sales call.

i-Coach AI, with its deep and 'front of mind' understanding of sales and related disciplines, and its wide range of sales use-cases, is designed to perform better on all three dimensions.

i-Coach AI is powered by our IP... and yours

Combining our research & IP with your information brings *deep* expertise to your teams.



i-Coach AI matches the way your salespeople work

i-Coach AI supports realistic AI avatars for an emotional connection to every coaching interaction and roleplay. We also support text-based interactions for more structured tasks, as well as voice mode. i-Coach AI is available on desktop and mobile across your tech stack, from our LXP to your own, Salesforce and MS Dynamics, and collaboration tools such as Teams.

Extensive integration capabilities

i-Coach AI offers extensive integration capabilities across productivity, collaboration, social, and sales/marketing platforms. It integrates natively with leading CRM systems such as Salesforce and Microsoft Dynamics 365, embedding tools directly into these environments to support sales workflows. Productivity and collaboration tools such as Microsoft Teams are supported, offering features like AI-driven coaching, intelligent call assessments, and real-time reporting.

In the learning ecosystem, i-Coach AI is embedded within Imparta's proprietary iLXP and integrates with other LMS/LXP platforms including Highspot, Showpad, Mindtickle, and Workday. For social and professional platforms such as LinkedIn, integration potential exists via custom API development or SSO, aligning AI coaching with seller activity and engagement.

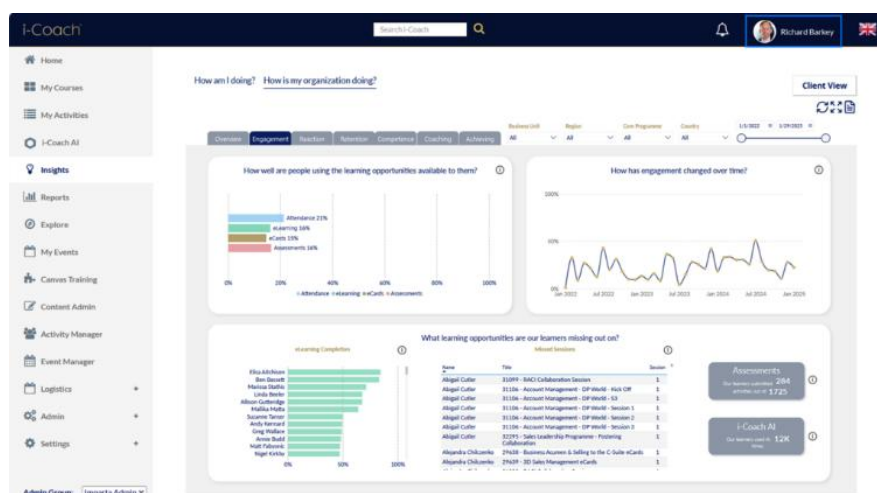
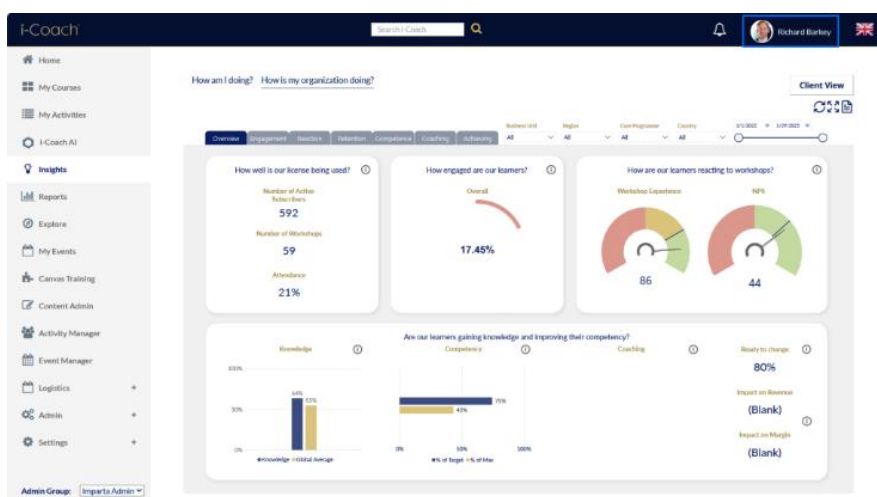
Integration methods include:

- Native integration and headless AI agents for flexible deployment (i-Coach AI can orchestrate agents from other vendors, or our headless agents can be plugged into an existing agentic infrastructure).
- SSO/SAML for secure and seamless authentication
- API calls for real-time data exchange
- SCORM/xAPI packages for content portability across platforms
- Power BI dashboards for insight generation within either the client or Imparta's platform

These capabilities ensure a unified, secure, and adaptive user experience across the tech stack, aligning learning, coaching, and performance analytics with existing enterprise tools and workflow

Measurable and Actionable

The use of i-Coach AI is incorporated into our dashboards, providing insight into what people are working on, their skill levels, and the impact that your enablement work is having.



Data privacy and security

Imparta and the i-Coach AI solution prioritize users' data privacy and security through a robust framework built on industry-leading standards and technologies. Here's how they address these concerns:

- **ISO27001 Certification:** Imparta is ISO27001 certified, ensuring adherence to international best practices for information security management. This certification covers risk assessment, data protection, access control, incident management, and continual improvement processes.
- **EU AI Act Compliance:** The organization is committed to complying with the forthcoming EU AI Act. This involves ensuring transparency, accountability, and fairness in AI operations while safeguarding user rights.
- **Microsoft Azure Infrastructure:** i-Coach AI operates on Microsoft Azure's cloud infrastructure, providing a secure environment with advanced encryption protocols, identity management features, and compliance certifications like GDPR and HIPAA.
- **Retrieval-Augmented Generation (RAG) System:** The RAG approach allows i-Coach AI to incorporate client-specific information without needing fine-tuning of the Large Language Model (LLM). This reduces risks associated with data exposure during model training or adaptation.
- **Client Information Integration:** While integrating client data such as CRM details or product/service information, Imparta ensures that this process respects data privacy norms by using secure APIs and encryption methods to prevent unauthorized access or leaks.
- **Privacy-First Design Philosophy:** The design of i-Coach AI emphasizes minimal data collection necessary for functionality while ensuring any gathered data is anonymized or pseudonymized where possible to protect user identities.
- **User Consent Mechanisms:** Users are informed about what data is collected and how it will be used within the platform. They have options to consent or opt-out of certain functionalities that involve personal data usage.
- **Security Monitoring & Incident Response:** Imparta employs continuous monitoring tools to detect anomalies in system usage patterns that might indicate security threats or breaches. A dedicated incident response team addresses any issues promptly according to established protocols.
- **Data Usage Transparency:** Dashboards provide insights into AI usage statistics including topic coaching trends which can help identify new learning needs without compromising individual user privacy.
- **Third-party Audits & Assessments:** Regular third-party audits are conducted to ensure compliance with evolving regulations and standards related to cybersecurity and privacy protection.
- **Employee Training & Awareness Programs:** Employees handling sensitive information undergo regular training sessions focused on maintaining high standards of confidentiality and security practices in line with company policies.

- **Adaptive Security Measures:** As threats evolve, so do Imparta's defenses; adaptive measures are employed based on current threat intelligence reports from leading cybersecurity firms globally.

Through these comprehensive strategies encompassing technological safeguards, procedural controls, legal compliance efforts alongside user-centric transparency initiatives, Imparta effectively addresses concerns surrounding data privacy/security within its innovative i-Coach AI solution framework, ensuring peace-of-mind for all stakeholders involved whilst delivering exceptional value-driven experiences across diverse enterprise environments worldwide.

Awards & recognition

Imparta's inclusion in the 2025 Top AI Coaching & Learner Support Tools list reflects the evolution of its i-Coach AI system into a truly agentic learning companion. By offering autonomous feedback, adaptive nudges, and personalized development journeys, without constant human oversight, Imparta has redefined scalable coaching. Its innovative blend of proprietary methodologies and intelligent autonomy demonstrates how AI can go beyond augmentation to deliver true transformation.



Top AI Coaching & Learner Support Tool

'The groundbreaking approach of Imparta's i-Coach AI system brings a new level of intelligence to sales learning experiences. The use of a multi-level RAG system was a key differentiator, offering a depth of expertise that off-the-shelf solutions simply couldn't match. This custom-built system proved to be a game-changer, aligning training with the real-world demands of sales teams in ways that were both immediate and impactful.'

Bronze, Best use of AI in learning



'An excellent application of AI; building on established proprietary training methodologies, models and data to meet a very real need. This form of on-demand real-time coaching, which integrates into the context of the user and adapts to them, is exactly the direction that AI should take learning in. An excellent product.'

Silver, Most innovative new learning technologies product



'Empowering sales teams with AI sales coaching solutions transforms potential into performance, turning data into insights and insights into success. In the age of intelligent sales coaching, the future of sales is not just about closing deals—it's about opening doors to limitless possibilities.'



Top AI Sales Coaching Solutions 2024

'The first ever 2024 AI in Training Watch List represents a unique and emerging set of companies that provide strong and capable AI-powered products and solutions. These companies offer engaging AI-powered solutions such as immersive content creators and translation tools to deliver and support their clients' business and learner needs.'



2024 AI in Training Watchlist Company

About Imparta

Imparta is a global leader in performance improvement for Sales, CX and Leadership. Imparta's unique, AI-enhanced training ecosystem includes three elements, developed through 25 years of research and experience with leading global organizations:

- A Better Sales Methodology. Imparta's modern, research-based methodology delivers situational agility. It equips all sellers to make sense of the buying situation, choose the right approach, and deliver results.
- A Complete, Customizable Skills Library. Imparta's comprehensive, customizable, multi-format and multi-award-winning training library covers 180+ skills across Sales, CX, Management and Leadership, at all levels, and all sales environments from B2C to B2B, Channel and Enterprise.
- Agentic AI Sales Enablement & Continuous Improvement. We offer a truly agentic sales enablement solution that works with human change agents to deliver personalized, proactive and powerful coaching, learning and support at scale.

Together, these elements allow you to assess, develop, coach, practice, and continuously improve sales capabilities at global scale, while tracking the results and adjusting as the team and your markets evolve.

Whether you need to plug a gap in your existing training, provide self-paced learning, or build an entire Sales, CX or Leadership Academy, get in touch.