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# Contents

AI in Life Sciences Sales: The Future Is Closer Than You Think .....	3
Why AI Has Not Lived Up to the Promise.....	3
What Sales Reps Actually Need from AI.....	4
Five Sales Moments Where AI Can Actually Help.....	4
What Most AI Tools Miss .....	5
What the Best AI Tools Do Differently .....	6
What Comes Next.....	6
About Imparta .....	7

# AI in Life Sciences Sales: The Future Is Closer Than You Think

Artificial intelligence is everywhere. But if you ask most leaders in life sciences, whether in Sales, Enablement or L&D, if AI is truly transforming how their teams sell, the answer is often more hesitant than hopeful. The tools exist and the potential is clear, with McKinsey estimating that generative AI could deliver \$60–\$110 billion per year in economic value for pharma and MedTech, with \$18–\$30 billion attributed to sales and marketing functions alone. Despite this, the gap between promise and day-to-day value remains wide.

Many commercial teams have experimented with AI for compliance training or automated content generation. Far fewer have seen it make a measurable difference in the actual sales conversations that shape business outcomes. In medical device sales and other complex areas of life sciences, success depends not just on speed or automation. It depends on a rep's ability to navigate ambiguity, tailor their message to the buyer in front of them and build trust across a long and often non-linear sales process.

Reps need more than automated note logging or template emails. They need technology that helps them sell. That means technology that supports real-time thinking, strategic positioning, and human connection.

## Why AI Has Not Lived Up to the Promise

AI is not new to life sciences. For years, it has been used to help reps practice message delivery or pass compliance assessments. In many organizations, AI tools have become part of a box-checking routine. Did the rep make eye contact? Did they say the product name correctly? Did they pause at the right moment?

Some simulations look interactive but are really driven by simple decision trees. Reps can tell when they are not having a real conversation. And when they feel that the experience is superficial or rigid, their engagement drops. It becomes just another tool they are required to use, not something they choose to use because it provides demonstrable value.

This is where AI has often failed to deliver. It might track behavior, but it does not build the skills that help reps succeed in the field. So, sales managers revert to what they know, and reps rely on instinct and experience. The potential for AI to make a meaningful impact is left largely unrealized.



# What Sales Reps Actually Need from AI

Sales in life sciences, especially in medical devices, are not one-size-fits-all. Reps face a diverse range of stakeholders and conversations. One day they may be speaking with a clinician about outcomes data. The next, they are working with a hospital procurement team or finance leader who wants to understand cost implications, contracting terms, or system-wide value. Reps are not just presenting information. They are adapting to the needs, goals, and perspectives of each buyer. To do that well, they need support that is relevant to the realities of selling.

AI can be part of that support if it is designed with the right intent. Reps need tools that help them understand who they are talking to and how best to approach that conversation. They need in-the-moment guidance that supports reflection, not rigid scripting. They need realistic practice environments that feel authentic and adaptive, not pre-determined. And they need feedback that helps them prepare for what is next, not just review what they already did.

Sales-aware AI does not tell reps what to say. It helps them figure out how to think through the conversation, either the one they just had or the one they are preparing to have. That level of engagement offers a very different kind of value.

## Five Sales Moments Where AI Can Actually Help

It is no longer a hypothetical; AI can help to drive sales impact if implemented correctly. Early AI adopters are already reporting up to 20% improvements in earnings within 18–36 months and 15–20% increases in sales conversion rates through personalized engagement, according to Bain & Company.

It is one thing to talk about AI in theory. It is another to see where it fits into actual sales workflows. These are five sales moments where AI is already proving useful when the right tools are in place.

**The first** is call preparation. AI can help reps map out stakeholders and understand what each one is likely to care about. For example, the system might highlight that a buyer is focused on clinical performance while another prioritizes long-term cost savings. Instead of relying on guesswork, the rep starts the meeting with a clear and tailored message.

**The second** moment is the conversation itself. AI can now support reps in real time by recognizing signals such as hesitation, pacing shifts, or common objections. Rather than scripting a response, it prompts the rep to pause, reflect, and choose the best next move. It is a coach, not a control panel. Although this is a big shift and will take some getting used to, the promise is significant, with Gartner predicting 95% of seller research tasks will start with AI by 2027, up from <20% today.



**The third** moment is practice. Role-playing with a manager or peer is valuable, but it is not always scalable or timely. AI-powered simulations give reps the opportunity to practice on demand, with adaptive responses that mimic real buyer interactions. They get feedback not just on what they said, but on how they said it and the degree to which it was appropriate for the situation they faced. They can go so far as to adjust important aspects of the conversation such as the level of difficulty of the buyer and other important buyer characteristics.

**The fourth** moment is post-call reflection. AI tools can summarize what happened in a conversation, identify missed opportunities, and even suggest follow-up content or next steps. This turns each sales interaction into a learning moment, improving performance over time.

**The fifth** moment is competency-based assessment and coaching. Sales-aware AI can evaluate a rep's performance based on clearly defined sales competencies such as needs discovery, objection handling, or value communication. After a simulation or real call, the AI provides specific feedback tied to those behaviors. Reps can replay the same conversation, incorporating the feedback they received, or continue the scenario by conducting a follow-up conversation with the same virtual customer. In some cases, the AI will recommend targeted microlearning assets, like a two-minute video or a focused practice exercise, based on areas where the rep struggled. This creates a development loop that is timely, personalized, and grounded in real commercial challenges. It helps reps close skill gaps with context and relevance, not just theory.

Specific use cases are helpful for driving performance change; however, a broader understanding of how AI works is vital for ongoing adoption. Individual use cases can deliver productivity gains, but to drive meaningful impact, they must be embedded within a broader skillset that aligns with evolving sales effectiveness demands in today's changing landscape. According to Boston Consulting Group "employees receiving at least five hours of dedicated, hands-on training report significantly higher levels of regular AI usage. Yet alarmingly, only about one-third of employees say they've had adequate training in AI."

## What Most AI Tools Miss

Many AI tools on the market are designed for general use. They may be trained on internet data or consumer behavior, but they lack the domain expertise and sensitivity needed for healthcare sales. They do not understand how hospital systems make decisions or how to align with stakeholders who evaluate purchases based on clinical, operational, and financial criteria.

These tools also tend to sit outside the systems reps already use. They require multiple logins, data re-entry, or toggling between platforms. In high-pressure environments, that kind of friction kills adoption.

Most importantly, these tools are not built to coach. They provide output. They do not help reps improve their decision-making, refine their presence, or adjust to the person sitting across from them.

# What the Best AI Tools Do Differently

A new generation of tools is changing the picture. These platforms are trained on real sales data. They evaluate how a rep interacts, not just what words they use. They respond to the flow of conversation and give feedback that feels relevant and actionable.

They support a range of stakeholder conversations, helping reps pivot their approach based on who they are speaking with. They are designed to fit into existing workflows, integrating with systems like Salesforce, Showpad, or MindTickle, so that using them feels natural, not disruptive.

They also meet enterprise-level requirements for security, privacy, and compliance. That means they are safe to use in life sciences sales and can scale without introducing new risks. In short, these tools are not just intelligent, they are aware. They understand the reality of the sales environment and are built to help reps succeed within it.

## What Comes Next

AI is no longer optional. It is becoming part of the modern sales toolkit, whether we are ready for it or not. The key question is not whether to adopt AI, but what kind of AI to adopt.

Will it be a tool that reinforces checklists and surface metrics, or one that actually improves the way your team engages in critical commercial conversations? Will it help your reps get through the message, or help them get through to the buyer?

If your team is ready to move past the hype and focus on what meaningfully improves performance, I invite you to join the session at LTEN. We will look at how sales-aware AI is already reshaping sales enablement in life sciences, with tools that coach in real time, support real commercial interactions, and integrate into the workflows your team already trusts.

The future of AI in sales is not about replacing the sales rep. It is about equipping them to do what they do best, with more clarity, more confidence, and more impact. The future is not someday, it is now. And it is already helping reps win the moments that matter.



# About Imparta

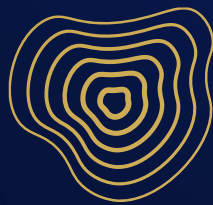
Imparta is a global leader in performance improvement for Sales, CX and Leadership. Imparta's unique, AI-enhanced training ecosystem drives continuous improvement and includes three elements, developed through 25 years of research and experience with leading global organizations.

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 behaviour change, performance improvement, and real sales impact. We train both people and AI Agents to work together, creating a seamless, scalable, and high-impact sales experience.

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.



Imparta Ltd. has been named a Leader in The Forrester Wave™: Sales Training Services, Q1 2025. The Forrester Wave™ provides an evaluation of the top providers in specific market sectors, based on a robust analysis of their current offerings and strategies. Access your complimentary report today.



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Contact the team on:  
+44 (0) 20 7610 8800