



imparta<sup>®</sup>

# The Future of Life Sciences is AI Driven...

## Are You Ready?

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# While WE wait...

**Download the session handout**







Mapping the Trail

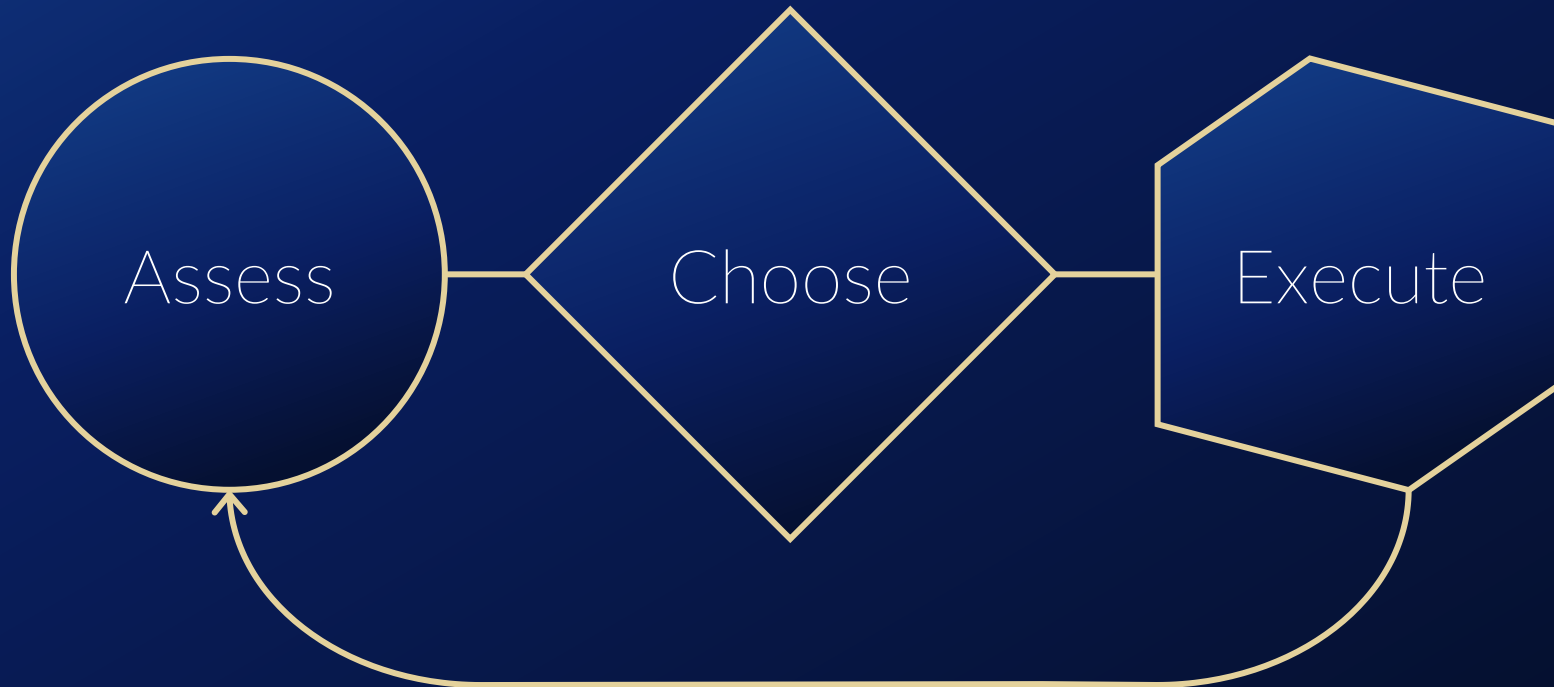
Packing your gear   Leading the Ascent

Sales Agility and the AI advantage  
Your team's current AI readiness



# The best sales reps are ruthlessly agile...

## 3D Sales Agility



...and AI-assisted selling is the new norm



**AstraZeneca**

Next Best Engagement,  
Outreach Mix & Timing

**Medtronic**

**Medtronic**

Account Prioritization  
Personalized Collateral

# Sales in Life Sciences: How AI is being used



Journal and call transcript mining



Live call coaching & cue recognition



Personalized, MLR Safe Content



CFO/procurement priority modeling



Omnichannel Orchestration



Tool fatigue & Integration anxiety





Mapping the Trail

Packing your gear

Leading the Ascent

Automation vs augmentation  
Off-the-shelf vs sales-aware AI



# In what ways *should* we rely on AI?

The three modes and the unique business impact of each

## REPLACE



**Your own assistant.**  
Expands your time  
for strategic selling.

## ENHANCE



**Your personal coach.**  
Boosts your upskilling  
autonomy.

## AUGMENT



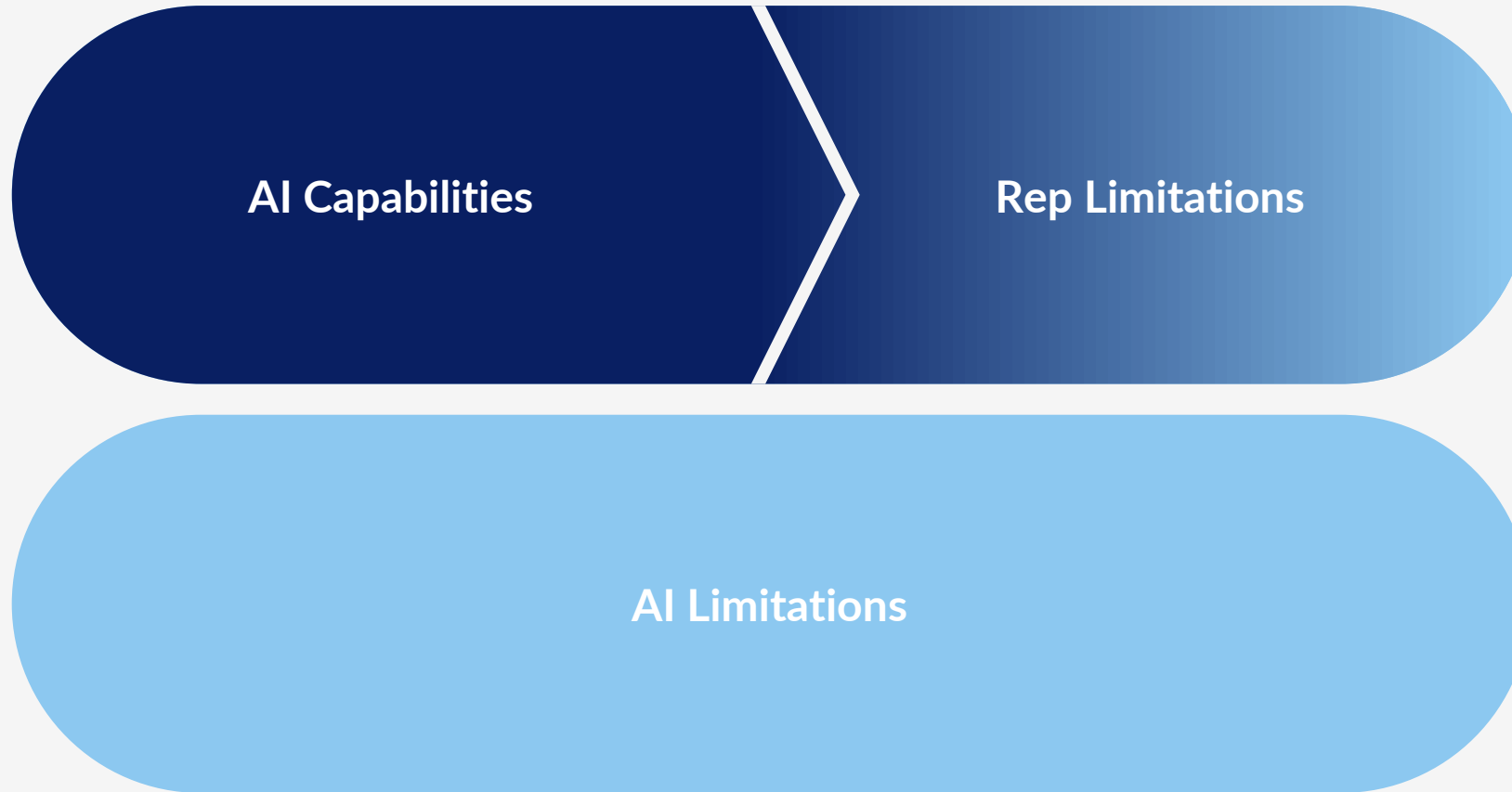
**A fellow colleague.**  
Raises the quality of  
your key sales tasks.



# What Augmentation Means

Rep Limitations

# What Augmentation Means





# What Augmentation Means



# Can ChatGPT augment your sales team?

**I need an AI tool...**

That helps me figure out  
what I should do next

That knows me and knows  
how to sell

That I can trust with my  
organization's information



**But ChatGPT...**

Doesn't ask good  
questions by default

Gives generic advice that  
is hard to work with

Is outside the bounds  
of my NDA and  
privacy policies

Requires complex chains  
of instructions

Requires substantial  
priming and context

Requires data cleaning



# Vetting an AI sales coach: 5 non-negotiables

## Fit for purpose



# Call analysis: Transcript sample

TRANSCRIPT SAMPLE

## GE Sales Rep & Procurement

Conversation between Procurement Officer (PO) and Sales Rep (SR).

**PO:** Good morning, Alex. Before we dive into pricing, let's make sure we're on the same page. Last time you walked our clinical team through the CARESCAPE R860 demo—touchscreen workflow, lung-protective modes, data integration with Epic—anything we missed?

**SR:** Hi, it's Ms. Ramirez, thank you—yes, sorry, the demo highlighted adaptive support ventilation, neonatal capability, and the way the ventilator streams real-time waveforms into your CARESCAPE monitors. I think Dr. Chen seemed impressed with the recruitment-maneuver checklist... right?

**PO:** He was, but his big takeaway was the automatic compliance trending and that low-tidal-volume safeguard. Our biomed lead also asked whether your software updates stay free for the first five years—can you confirm that's still what you told us?

**SR:** Absolutely—five years of software and cybersecurity patches at no charge. After that, it's an optional service package—um, we can tailor it. I, uh, should have the document... let me pull it up and send it after the call.

**PO:** Fine. We also talked about training. Your slide said 'two on-site days plus e-learning modules.' We'll need night-shift coverage, too, so I'll need that in writing.

**SR:** Right, understood—night shift as well. We can extend the on-site segment or provide live virtual sessions, whichever fits your schedule—sorry, I should've clarified that earlier.

**PO:** Good. Finally, we asked for a projected payback period if we standardize on ten R860s instead of renting mixed brands. Your analyst sent a three-year ROI. I want to see the sensitivity if ICU census drops by ten percent.

**SR:** Yes, I have the spreadsheet. The breakeven moves to about three-point-seven years with that lower census. I can share the model so your finance team can stress-test the assumptions—uh, is that okay?





# Call analysis: A typical Sales AI tool

Metric Type	Detected Result	Coaching Recommendation
Talk ratio (Rep / Customer)	52 % JR / 48 % PO (balanced)	Good dialogue. Aim for ≈ 45 % rep talk on price-sensitive calls to draw out more customer insight.
Words per minute	58 words	Acceptable (<90 words), but JR's longest speech came during the value rebuttal—consider pausing to check PO's reaction.
Questions asked	3 questions total	Low for an 8-minute price negotiation. Top closers ask 10-15 purposeful questions to uncover constraints (e.g., "What's the CFO's threshold on payback?").
Objections handled	<ul style="list-style-type: none"><li>• Competitor advantage</li><li>• 90-day warranty</li></ul>	Rep acknowledged but did not probe underlying decision criteria; consider clarifying priority (cash flow vs. warranty length).
Value framing	Rep pivoted to total-cost	Strong TCO move; back it with a one-pager so finance sees numbers immediately.
Concessions offered	Extended to 6-year Advanced Lung bundle, 2-year warranty	Creative give-gets. Make concession tied to mutual action (signature for scope creep).
Next step set	Yes – Send revised quote tomorrow for circulation	Positive; Get commitment. Next Step Committed." Follow up with calendar
Sentiment shifts	PO firm but collaborative; slight tension after "tricky on our side," eased once JR offered bundle	When resistance matters most, offer a concession. What aspect of the offer is causing tension?
Filler / Confidence signals	Multiple "uh," "sorry," and restarts from JR	Reduces perceived confidence. Practice concise responses and end with gratitude (e.g., "Thanks for considering that.").

LACKS metrics linked to sales competencies

MISSES critical errors, like clarifying buyer's BATNA

UNABLE to integrate Pre-Play™ and Re-Play™

# Try sales-aware coaching for yourself

(Later, you can play with Call Analysis and Call Simulator!)

Follow the QR Link and select the Coaching tab.

Test any of the following prompts (Bonus points if you personalize it with specifics relevant to your sales team!):

- I'm about to reach out to a new prospect. What's the most compelling way to position our value based on their industry trends?
- How can I better quantify my organization's unique value proposition?
- Teach me how to respond to aggressive procurement negotiation styles and tactics.
- My deal is stalled. How do I bring it back to life?
- They agreed to a first call—what questions should I ask to uncover pain points and priorities quickly?
- They're evaluating multiple vendors. How do I differentiate our offer clearly and credibly?



Username: TestLTENAI Demo  
Password: QgTAbFYYSLjg





Mapping the Trail

Packing your gear

Leading the Ascent

Challenges of adoption  
Success stories to spark innovation



# Why are sales teams slow to adopt an AI tool?

Q1. What % of users don't trust AI for critical decision-making?

A) 31%

B) 43%

C) 67%

Source: [agilitypr.com](https://agilitypr.com)

Q2. What % of users hide their use of AI from their employer?

A) 82%

B) 37%

C) 57%

[businessinsider.com](https://businessinsider.com)

Q3. What % of users are worried about the legal implications of using AI?

A) 52%

B) 77%

C) 25%

EY

# How could you build trust and adoption?



**AstraZeneca**

let reps iterate the AI  
model's rules

**Medtronic**

**Medtronic**  
paired AI  
recommendations with  
HITL checks



**Pfizer**

tagged every AI-  
generated headline with  
red, yellow or green



# Thank you!

- Download the workshop handout if you haven't already.
- Submit your details to receive 7 days of free access to i-Coach AI.
- Be sure to complete both steps by Friday.

