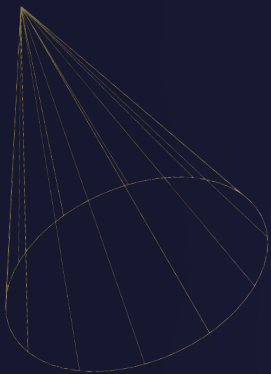# imparta®

The Future of Sales in Life Sciences is AI-driven

Next Steps

NEXT STEPS ACTION PLAN

WHY does this matter to me personally, to my team, and to my organization?

WHICH part(s) of our current sales process do I see as most in need of AI support?

WHO do I need to engage to get this moving?

WHERE do I see the biggest obstacle or failure point – and how will I manage it?

BY WHEN do I want to have taken a concrete next step?

QUESTIONS TO DISCUSS WITH ENABLEMENT TEAM

First, align on where Generative AI can measurably improve field effectiveness within your regulatory and data guardrails. Bring your leadership team and key stakeholders together and work through the following:

DISCUSSION QUESTION	PERSONAL REFLECTION
What are the key business outcomes that will inform the alignment of our strategy with our organization as a whole?	
What specific challenges or objectives related to sales strategy and execution could benefit from AI-driven insights?	
Which initial sales use cases offer the highest potential impact?	
How can AI tools be integrated into our sales processes to directly contribute to strategic business objectives?	
How will we assess their impact on outcomes?	
How will we shortlist and select sales-aware tools?	
How might we build excitement and trust around the sales-aware tools we select?	
What upgrades or integrations to our tech infrastructure are necessary for future scalability?	

6 TRENDS:
AI, SALES, AND LIFE SCIENCES

JOURNAL AND CALL TRANSCRIPT MINING

Empowers reps to assess buyer trends and behaviors more accurately and in real-time. AI platforms like Linguamatics mine journal articles, real-world data, and call transcripts to identify shifting research interests or emerging clinical needs, giving reps the up-to-date insights they need for rapid, precise assessment.

PERSONALIZED, MLR SAFE CONTENT

Enables reps to communicate faster than competitors. AI-driven writers draft compliant emails, slide decks, and follow-up messages that reflect both buyer dialogue and regulatory requirements, accelerating the execution phase.

OMNICHANNEL ORCHESTRATION

Helps reps choose the optimal mix of touchpoints. AstraZeneca's "Next Best Engagement" system analyses provider preferences—whether they respond best via email, webinars, or face-to-face visits—and recommends the channel sequence most likely to drive action, ensuring every outreach plan aligns with the customer's decision rhythm.

LIVE CALL COACHING & CUE RECOGNITION

With channels selected, live call coaching and cue recognition support execution in real time. Conversation-intelligence tools like Gong and Chorus transcribe sales calls, flag sentiment shifts, and prompt reps with on-the-fly recommendations—so reps can adjust pacing, deepen discovery, or reinforce value points at exactly the right moment.

CFO/PROCUREMENT PRIORITY MODELING

When choosing strategies for non-clinical stakeholders, AI tools fill a long-standing gap by modeling the priorities of CFOs and procurement teams. Advanced assistants integrate financial analytics and cost-benefit frameworks, allowing reps to craft proposals that speak directly to budgetary and operational concerns—a crucial capability in the "choose" phase for under-served buyer segments.

TOOL FATIGUE AND INTEGRATION ANXIETY

Finally, to maintain faster loops, tools must integrate seamlessly with existing workflows to avoid fatigue and adoption drag. Platforms embedded in CRMs or digital stacks eliminate the friction of context-switching, ensuring reps can review AI recommendations, update account plans, and provide feedback in a single environment—fueling continuous improvement rather than siloed experimentation.

The AI Advantage:
What's Next for Sales

Case Studies

AstraZeneca

In pharmaceutical sales, AstraZeneca deployed a "Next Best Engagement" AI engine. By ingesting HCP interaction histories across channels—email opens, webinar attendance, event registrations—the system predicts each provider's preferred outreach mix and timing. In pilot markets, AstraZeneca saw a marked uptick in engagement rates and downstream actions (sample requests, program enrollments) once reps followed the AI's prioritized recommendations. Crucially, sales and marketing teams learned to trust AI-driven plans only after cross-functional "scrum" squads, including frontline reps, iterated on the model's rules—tuning touch-frequency thresholds and channel weights to avoid overload and maximize relevance.

Medtronic

On the medical-device side, Medtronic's use of AI for account prioritization and personalized collateral highlights the new baseline for rep effectiveness. Faced with hundreds of device SKUs and sprawling hospital networks, Medtronic piloted an AI tool that ranks accounts by growth potential—drawing on device usage patterns, local procedure volumes, and recent news alerts. At the same time, the platform auto-generates tailored product briefs (e.g., contrasting a surgical robot's ROI for OR directors versus clinical benefits for lead surgeons). Field teams report entering calls "with an edge," armed with concise, context-rich insights that would have taken hours to compile manually.

Pfizer

Pfizer's internal Gen-AI platform "Charlie" earned rep buy-in through transparent risk signaling and compliance integration. Every AI-generated headline or claim is tagged green (approved language), yellow (requires light review), or red (needs full medical/legal scrutiny), so users immediately understand the provenance and reliability of suggestions. This red/yellow/green system, combined with Charlie's grounding in Pfizer's vetted content library, has tripled to quintupled content throughput while maintaining quality—and has built sales-team trust by making AI's limitations explicit and manageable.

5 Non-Negotiables For Sales-Aware AI

A fit-for-purpose sales coaching tool must operate within a secure environment that reps can share proprietary and sensitive information without fear of ethical or legal repercussions. Security isn't an optional feature—it's the foundation. The platform must encrypt data in transit and at rest, enforce role-based access controls, and undergo regular third-party audits and certifications. Only when reps trust that their insights, client details, and competitive intelligence remain confidential will they engage fully with the coaching process.

Equally non-negotiable is the tool's deep understanding of each client's decision-making ecosystem. It must model the specific pain points, approval pathways, paperwork requirements, and stakeholder maps unique to every account. Generic buyer personas won't suffice—coaching prompts and scenario simulations must reflect the nuances of the hospital formulary committee, the procurement office, or the multi-disciplinary clinical team. This granular client intelligence enables reps to rehearse and refine the precise conversations that win buy-in in real-world settings.

The tool must also be intimately aware of the organization's products, sales processes, and competitive landscape. It needs to embed product specifications, value-story frameworks, objection-handling playbooks, and competitor differentiators so that every coaching interaction reinforces the company's strategic positioning.

Consistency of guidance is another critical pillar. The tool should be built around a single, research-validated sales methodology, and apply it uniformly across all scenarios. This guarantees that reps receive coherent, repeatable advice on diagnosing customer needs, crafting value propositions, and advancing deals. Inconsistent or conflicting models erode confidence and lead to confusion when reps face complex, multi-stakeholder negotiations.

Finally, the tool must default to a coaching mindset. Instead of presenting pre-written scripts or one-way recommendations, it should prompt reps to articulate their own assessments, challenge them with probing questions, and guide them through self-discovery exercises. This transforms AI from a static content generator into an interactive mentor that builds rep confidence and expertise over time.

TRANSCRIPT SAMPLE

GE Sales Rep & Procurement

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

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?

PO: Perfect. Now that we've recapped, I have some news. Dräger just came back with a revised offer on the Evita V600s—seven-year warranty, 10 % off list, 90 days to pay. Hamilton's G5 package is similar. If GE can match, we can sign.

SR: Oh—okay, thank you for letting me know. Uh, we'd already agreed to the five-year warranty and 60-day terms, so… sorry, but a last-minute jump like that's tricky on our side.

PO: I understand. But our CFO sees real cash-flow upside with 90 days and a longer warranty. Dräger and Hamilton showed up late with those sweeteners—no reason to ignore them.

SR: Right. I don't want to lose momentum here. Let me—let me reframe: the R860 comes with no-cost software and cyber updates for five years, which both competitors bill for by year three. Over a seven-year horizon that's roughly $45 K saved per ventilator—so the upfront list discount isn't the full story.

PO: I get the TCO argument, Alex, but Dräger really blew us away, and we totally understand if GE can't match.

SR: Understood. Um… what if we extend our warranty to six years, hold price, and give you 75-day terms? That keeps our value proposition intact and closes half that gap.

PO: Six isn't seven, and 75 isn't 90. You're still asking us to stretch.

SR: Fair. How about this as a middle ground: six-year warranty plus we preload your fleet with our Advanced Lung-Protective bundle—normally an add-on—and include two extra on-site training nights for your night-shift nurses. No line-item charges.

PO: Training nights… that does solve the overtime problem. And the bundle would offset some biomed add-ons we budgeted.

SR: Exactly. And, uh, if cash timing is vital, I can request an early-pay discount so that if you still pay inside 60 days you get another 1 % off. That rewards your finance team without breaking my approvals.

PO: All right, Alex—reluctantly, I can work with six years, the bundle, training nights, and the early-pay option. Send me the revised quote by tomorrow morning and I'll circulate it for signature.

SAMPLE CALL ANALYSIS

i-Coach AI

COMPETENCY	DESCRIPTION	SCORE (1-4)	OBSERVATIONS
The 3D Advantage® in Sales Negotiation	Adds significant value to the negotiation by understanding interests and trading-off to make the deal more valuable overall. Manages discomfort and uses influencing skills to secure a fair share of value.	3	You demonstrated understanding of both parties' interests and proposed trade-offs to enhance value, such as extending warranty and offering additional training nights. However, there was room for more proactive identification of trade-offs.
The 3D Mindset in Sales Negotiation	Shows proactivity and creativity in overcoming obstacles, maintains resilience under pressure, and uses a disciplined approach to negotiation.	3	You showed resilience and creativity by proposing solutions like the Advanced Lung-Protective bundle and early-pay discount. More thorough preparation could have helped address last-minute competitor offers more effectively.
Identifying and Improving your BATNA	Rigorously assesses BATNA, influences customer perceptions, maintains trust through subtle signaling, and focuses on why the deal is happening.	3	You signaled confidence in GE's offering by emphasizing long-term savings from software updates. Further quantification of GE's BATNA compared to competitors could strengthen your position.
Profiling your Counterparts	Articulates own negotiating style and assesses counterparts' styles, remains calm under pressure, builds rapport, and addresses concerns directly.	3	You remained calm when faced with competitive offers and addressed concerns directly by reframing GE's value proposition. More insight into counterparts' negotiation styles could enhance rapport-building.
Anchoring and Framing	Expertly anchors expectations on negotiation variables, responds effectively to customer anchors, frames issues advantageously.	3	You reframed GE's offering by highlighting long-term savings, but initial anchoring on warranty length and payment terms was less effective against competitors' offers.
Uncovering Interests	Plans ahead with a list of negotiation variables, explains priorities on both sides, checks with stakeholders.	3	You identified key interests like training coverage and cash-flow benefits but could further explore underlying needs to uncover additional interests.

COMPETENCY	DESCRIPTION	SCORE (1-4)	OBSERVATIONS
Trading Gives & Gets	Consistently creates value by trading off priorities, uses conditional language to avoid unilateral concessions, tracks concessions.	3	You proposed multiple trade-offs (warranty extension, training nights) but could use more conditional language to strengthen negotiation stance.
Managing Stakeholders	Builds relationships with stakeholders, engages them to understand views and motivators, implements strategies to improve position.	3	You engaged with the procurement officer effectively but could leverage more stakeholders to strengthen alignment with GE's offering.
Defending Value	Expertly handles aggressive negotiators, validates positions, lifts anchors, avoids uncertain concessions.	3	You defended GE's value proposition well against competitor offers but could further validate positions with quantitative comparisons.

AREAS FOR IMPROVEMENT

The customer may feel cautiously optimistic after this conversation due to your willingness to negotiate terms creatively while maintaining GE's value proposition. However, they might still have reservations about warranty length and payment terms compared to competitors.

1. Enhance preparation for competitive negotiations by anticipating last-minute offers from competitors.
2. Strengthen anchoring techniques on key negotiation variables like warranty length and payment terms.
3. Deepen understanding of customer counterparts' negotiation styles for better rapport-building.

OFFER TO ROLEPLAY

I can roleplay this conversation with you again (I'll play the customer) so you can refine your technique further. Alternatively, we can roleplay the next call building on what has just happened—let me know your goals for that call so we can focus on achieving them effectively!

Thank you

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