

Operationalizing AI Sales Coaching: The Pharma L&D Playbook

THE PROOF · FROM THE PANEL

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~800 hours

Trainer hours saved in 2025 and reinvested into higher-impact coaching.

Kevin Kutler

Executive Director, Commercial Training

REGENERON

27% more likely

For reps who practiced to win President's Club (industry data).

Mike Coney

Director, Field L&D — Foundation & Emerging Therapies

sanofi

Organic Adoption

Rep-driven advocacy spreading peer-to-peer in a historically training-averse culture.

Angela Sayre

Associate Director, Neurology Learning & Development



6 Month Full-org Rollout

With expansion underway into a second therapeutic area.

THE JOURNEY

01 Diagnose the catalyst

A pressing need — launches, certification volume, reorgs — or proactive innovation: evolving L&D ahead of the business.

02 Build the case

Lead with outcomes. Show the business what is at stake if nothing changes.

03 Identify the right partners

MLR / PRC, data privacy, global governance, IT and security.

04 Launch narrow

One team, one use case, one measurable outcome.

05 Scale on demand

Let organic interest pull you forward, not push you out.

You already know AI sales coaching creates value. The harder question is how to bring it into your organization, get it approved, and scale it. **Page two is built for that.** →

A Practical Roadmap

What four pharma L&D teams have learned implementing and scaling AI coaching. The moves that work, the traps that stall, and the questions to take back to the table.

TIPS FROM THE PANEL

- ✓ Bring sales leaders onto the platform directly. A leader who sees it secondhand won't engage like one who has used it.
- ✓ Treat compliance and regulatory teams as partners from day one. Lead with content that is already approved.
- ✓ Evaluate vendors on the strength of their day-to-day team, not the polish of their demo. The people you work with weekly matter more than the pitch.
- ✓ Build psychological safety into how the tool is used. If reps believe their scores will be used to evaluate them, practice stops.

THINGS TO AVOID

- ✗ Trying to solve every use case at once. Concentrated focus is what creates adoption.
- ✗ Selling the product feature instead of the business outcome internally.
- ✗ Treating compliance as the last step rather than a founding partner.
- ✗ Underestimating IT. A security or firewall update the week before launch can stop you cold.

CONVERSATION STARTERS FOR MONDAY MORNING

“ What is our current time-to-proficiency for a new hire, and what would change for the business if it was cut in half?

“ What does our compliance and regulatory team need to see before they would partner on AI-powered training, rather than gate it?

“ If we piloted AI sales coaching in one region, what would we need to see in the data to greenlight expansion?

“ What does it cost when a rep walks into a customer conversation underprepared, and what would it take to change that?

WHEREVER YOU ARE

In your journey, start here.

Just starting?

Pick one team and one outcome you can measure. Don't try to solve every problem at once.

In pilot?

Get sales leadership onto the platform directly and involved in the decision.

Scaling?

Lead with data. Numbers make the case for expansion on their own.

Let's continue the conversation.

Quantified | quantified.ai/demo-request

