

An objection is where
the conversation starts.



Conversation Mastery

B2B SALES & KEY ACCOUNT TEAMS

A deal is won, or lost, in a few minutes with the buyer.
Great selling is not improvised. It is practiced.

BETTER CONVERSATIONS. MEASURABLE PROGRESS.

CENTRO STUDI LOGOS · RESEARCH BRIEF

+60%

Improvement in communication performance
after one week of practice (on average 3 sessions
per week)

10–15 **Minutes**
per session

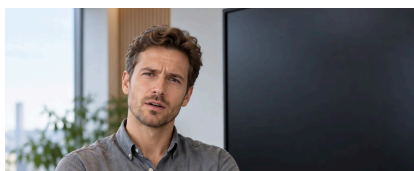
Your accounts. Your standards. Your real conversations.

Realistic AI buyers · Personalized feedback · Progress you can track



READY FOR THE HARD QUESTIONS

Reps rehearse discount requests, budget cuts, and competitor offers with AI buyers before the deal is on the line.



YOUR PROCESS, EVERY DEAL

Scenarios built from your offer, pricing rules, and lost deals. Targeted feedback turns objections into next steps.



EVERY BUYER, THEIR LANGUAGE

Practice in 40+ languages with virtual buyers of different roles, personalities, and cultures. Adapt your approach to each one.

START WITH YOUR TOUGHEST DEALS

Choose one team. Share 10 deals you won and 10 you lost. Let your team practice, measure progress, and scale what works.

ONLINE, ON SITE, OR IN IMMERSIVE ROOMS · MORE THAN 40 LANGUAGES

