Outdoo

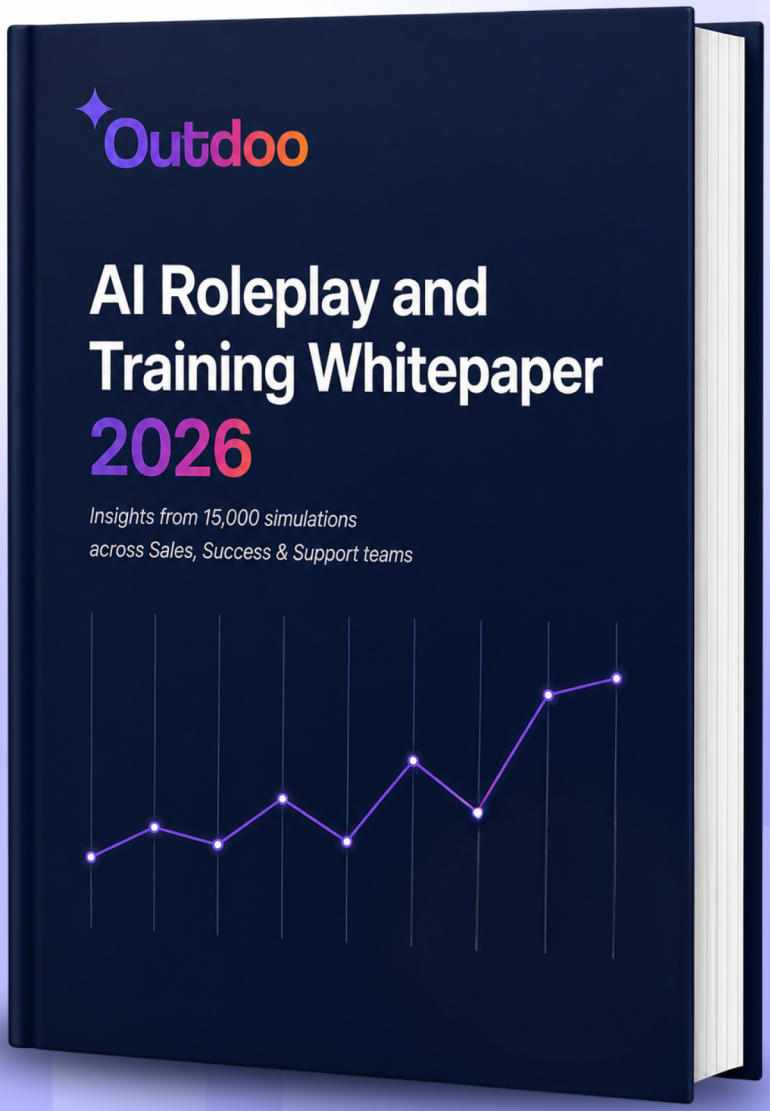
AI Roleplay and Training Whitepaper 2026

How L&D and enablement leaders are closing the gap between what reps know and what they can actually do when the call gets hard.

Benchmark team performance

Improve critical skills

Drive real outcomes



150,000+

AI roleplays analyzed for this report

01 EXECUTIVE SUMMARY

Training builds knowledge. It rarely survives a hard conversation.

Across industries, a readiness gap has opened between structured training and the realities of customer interaction. Revenue teams, CS orgs, support desks, and field operations all face the same problem.

90%

of new training content is forgotten within a week unless actively reinforced

10–20%

of what people *do* retain is ever applied in real job situations

1–2%

of a training program, in the worst case, ever reaches a live customer call

THREE THEMES DEFINE THIS REPORT

01 The readiness gap is deeper than most orgs recognize.

Teams demonstrate understanding in training and lose it the moment a conversation veers off-script.

02 AI roleplay alone is no longer the whole answer.

The largest gains come from connecting four things under one scoring framework: AI Tutor-led learning, roleplay practice, real conversations, and post-call workflow execution.

03 Coaching capacity, not motivation, is the bottleneck.

AI-assisted scoring and workflow simulation give managers back the hours they need to coach the moments that actually matter.

02 FOREWORD FROM THE CEO

Readiness is becoming a board-level priority.

Six months into 2026, one truth has become clear across every customer-facing sector, from technology and financial services to insurance, real estate, and field operations: **the quality of frontline conversations now sets the quality of business outcomes.** Buyers arrive informed, expectations rise faster than teams can be retrained, and the gap between knowing what to do and being ready to do it keeps widening.

> Across more than **150,000 AI-powered roleplays**, one pattern is consistent. Teams do not struggle because they lack information. They struggle because they lack readiness. Confidence, adaptability, message clarity, and steadiness under pressure are what shape customer experience and, in the end, define performance.

This report is not a pitch for a single feature. It describes how our platform changed over the past year, from a roleplay tool into a connected system: AI Tutors that turn static resources into live training, roleplay grounded in real conversations, workflow simulation for the software reps use after the call, and one scoring framework that follows a rep from their first practice session into their first live call.

Halfway through 2026, readiness is already moving from a training-team initiative toward a board-level priority, and I expect that shift to accelerate into 2027. I hope this report gives you the data, and the vocabulary, to make that case internally.



Snehal Nimje

Chief Executive Officer, Outdoo AI

03 THE READINESS GAP

Why training alone fails in 2026.

Only **41% of B2B sellers** hit quota last year, and **75% of sales leaders** say it is getting harder to close deals at all, according to Gartner. Reps can pass every certification and still lose the first two minutes of a hard call, and most training stacks cannot even measure why. This is not a knowledge problem. It is a **rehearsal problem.**

The forgetting curve is real, and expensive

Knowledge retained after a single training event



87% of new sales knowledge is lost within 12 weeks of a training event.

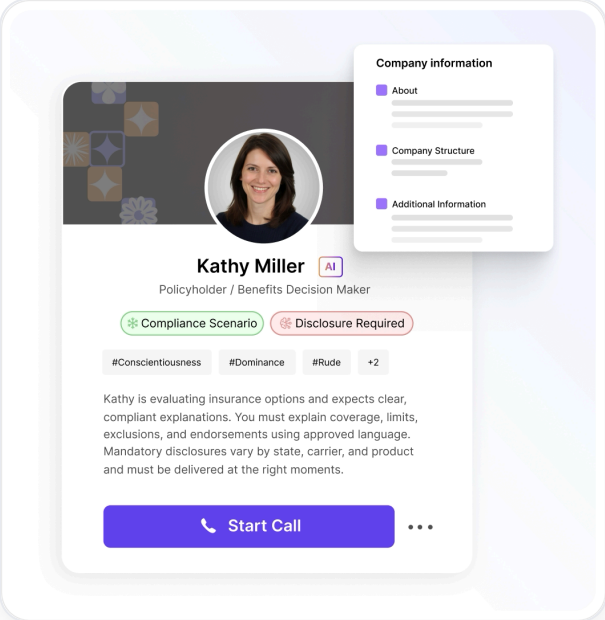
Most sales-training programs produce **no lasting change** in on-the-job behavior.

Organizations equip teams with information but rarely give them a way to practice applying it under realistic pressure before a real customer does. The science is well documented, and it holds across SaaS, insurance, real estate, industrial, and field-service teams alike.

WHAT THIS LOOKS LIKE IN THE FIELD

The same breakdowns recur, regardless of industry.

- Reps revert to outdated messaging the moment an objection lands.
- CS managers lose control of renewal conversations when tension rises.
- Support agents fail to de-escalate despite knowing the framework on paper.
- New hires recite the methodology in a quiz, then abandon it in the first two minutes of a live call.



> *"Practicing post-sale conversations helped our teams stay sharp and confident when it mattered most. If someone does ten roleplays in Outdoo, you can see the improvement instantly on real calls."*
>
> **Beau Cullen** · Revenue Leadership, Globe Life

WHERE THE GAP SHOWS UP, BY FUNCTION

FUNCTION	WHERE THE GAP SHOWS UP
Sales	Strong on planned talk tracks, weak on layered objections and narrative control
Customer success	Strong process knowledge, limited adaptability during escalations
Support	Follows workflows accurately, falters on tone and empathy sequencing
Field / frontline	Over-explains or mis-sequences information under stakes

Organizations that closed this gap shared one trait: they treated practice as a **continuous operational habit**, not a training milestone.

04 THE REAL BOTTLENECK

It's a capacity problem, not a motivation problem.

Gartner's research points to the same conclusion from a different angle. Managers are not short on intent. They are short on time and structure.

THE INTENT IS THERE

See coaching as effective 93%

Held accountable for it 82%

of sellers see coaching as effective, and most managers are measured on it.

THE CAPACITY ISN'T

No standardized coaching framework 61%

Say they don't get enough coaching 39%

of managers work without structure, and sellers feel the shortfall.

51%

Frontline managers carry **51% more responsibility** than they can realistically manage. The fix is not more coaching hours from the same stretched managers, it is a system that gives every rep a baseline of structured, scored practice on demand, so a manager's limited time goes to the moments that actually need a human.

The takeaway

Give every rep scored practice on demand, and you convert your scarcest resource, manager attention, into targeted coaching instead of baseline correction.

05 THE NEW READINESS LOOP

From a roleplay tool to a connected system.

For two years, “AI roleplay” meant one thing: a simulated conversation with an AI persona. That is still the core exercise, but it is no longer the whole system. The teams seeing the largest gains in 2026 connect four stages under **one scoring framework.**



The same scorecard runs across all four stages, and that is the structural change. Instead of four disconnected tools (an LMS, a roleplay simulator, a call-scoring tool, and a CRM training module), a rep's readiness score follows them from their first AI Tutor session to their first live customer call.

3.2×

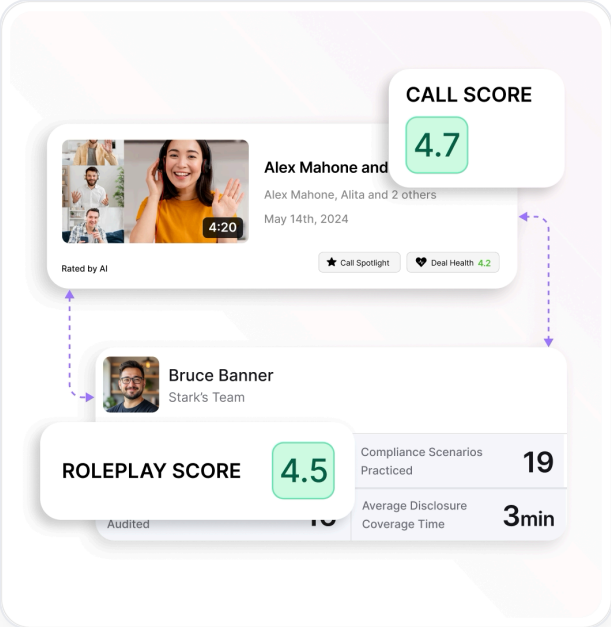
Gartner finds sellers who receive clear, consistent guidance are **3.2× more likely to attain quota.** A scorecard that changes meaning depending on which tool produced it is not clear guidance. One scorecard, applied the same way everywhere, is.

WHY THIS MATTERS FOR L&D & ENABLEMENT

A rep can look “certified” and still be underperforming.

Most enablement teams already own three or four disconnected systems: an LMS, a certification tool, a roleplay product, and a call-scoring platform. Each produces its own dashboard, and none of them talk to each other. A rep can look certified in the LMS and still be weak on the exact skill the certification was meant to verify.

A connected loop closes that gap. When AI Tutor comprehension, roleplay scores, live-call scores, and workflow accuracy all run through the **same rubric**, a skill gap identified in week one is either resolved or still visible in week eight, not lost between systems.



The same scorecard applied to a roleplay (4.5) and the live call it prepared a rep for (4.7).

“Isn't this just a wrapper around an LLM?”

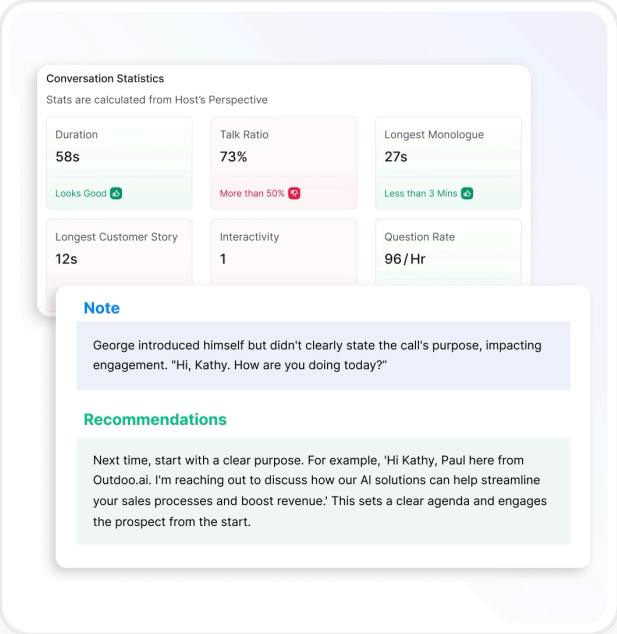
The answer is in what the scorecard does, not the model underneath it. Running one behavioral rubric identically across a Tutor session, a roleplay, a live call, and a CRM workflow, then keeping compliance scenarios current as regulations change and assigning a rep's next drill automatically when the data shows a gap, is a **data pipeline and a maintenance commitment, not a prompt.** Rebuilding it in-house means owning the upkeep instead of shipping your own product.

> *“The next phase of this category isn't a smarter roleplay simulator. It's a system that watches performance data continuously, assigns its own coaching the moment it spots a gap, and keeps its own content current as playbooks and regulations change, without waiting for a manager to intervene. That's the shift from training as an event to readiness as infrastructure.”*
>
> **Snehal Nimje** · CEO, Outdoo

The problem isn't a lack of content. It's content nobody can verify was absorbed.

A playbook gets published, an SOP gets uploaded, a completion checkbox gets ticked, and nobody knows whether the rep who checked the box could explain the material back, let alone apply it on a call.

A team uploads a product brief, playbook, or SOP, and the Tutor turns it into an interactive, voice-led session: it explains the material, asks follow-up questions, checks understanding, and adapts to how the learner responds. Tutors cover concept, skill, and product training, with screen-guided walkthroughs for product-specific material.



Live conversation stats paired with AI-generated notes, the same adaptive feedback loop Tutors apply to comprehension.

WHAT CHANGES FOR ENABLEMENT TEAMS

BEFORE AI TUTORS	WITH AI TUTORS
Completion tracked by a checkbox	**Comprehension verified through live Q&A**
Static content, same for every learner	**Adapts follow-up questions to each learner's responses**
No link between “read it” and “can use it”	**Feeds directly into roleplay readiness scoring**

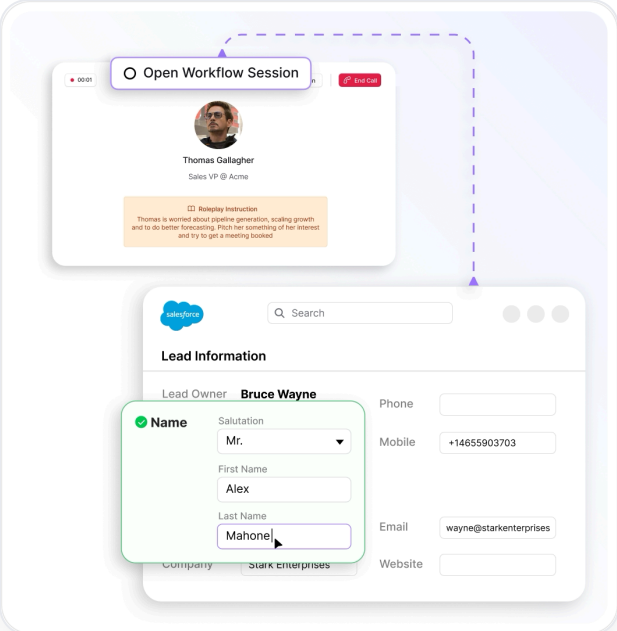
This is the layer that sits **before** roleplay, not instead of it. A rep moves from reading about an objection-handling framework, to being tested on it conversationally by a Tutor, to practicing it against a simulated buyer, to using it on a real call, all inside the same scoring system.

WORKFLOW TRAINING · PRACTICING THE SYSTEM, NOT JUST THE CONVERSATION

A rep can nail the call and still cost the business money on the CRM entry.

Post-call workflow, disposition selection, data entry, process navigation, is where a large share of the readiness gap actually shows up in enterprise data, and it is almost never part of traditional training.

Outdoo simulates the real post-call system inside a controlled environment that mirrors the tools reps use. Every interaction is captured: field inputs, navigation steps, search behavior, validation errors. **Reps practice the paperwork with the same rigor they practice the pitch.**



Workflow simulation of a Salesforce lead entry during a roleplay session.

CMC, a Fortune 500 industrial and engineering solutions provider, restructured its sales process around a BDR model where junior engineers handle early qualification. Leadership had almost no visibility into those calls, and CRM adoption was poor because manual data entry was a burden nobody wanted to do well.

2.2×
faster ramp for junior engineers into sales roles

76%
improvement in CRM data accuracy & call documentation

100%
visibility into sales conversations & coaching opportunities

> *"We wanted to switch from anecdotal decisions about training. We wanted a comprehensive view of what's happening on our sales calls so we can coach the right behaviors."*
>
> **James Spencer** · Sales Operations Leader, CMC

The practical implication: if your CRM-adoption problem has never improved through training, it may be because no one has ever actually practiced the workflow, only the conversation.

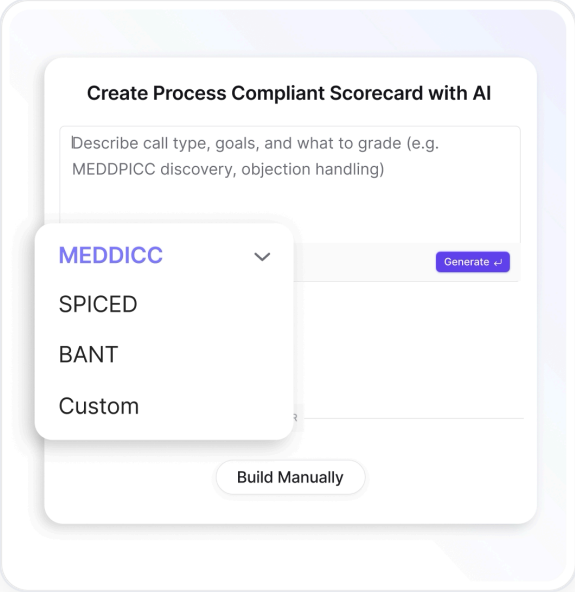
UNIFIED SCORING · CONNECTING PRACTICE TO PERFORMANCE

Scoring is only useful if it means the same thing everywhere.

Outdoo runs one framework, aligned to methodologies like SPIN, MEDDIC, BANT, Challenger, or a custom internal model, across Tutor sessions, roleplays, workflow simulations, and real customer calls.

MEDDICC · SPICED · SPIN · BANT · MEDDIC · Challenger · + Custom

WHAT IT MEASURES	WHY IT MATTERS TO L&D
Discovery depth & sequencing	Predicts qualification quality & pipeline health
Objection handling & recovery	Predicts negotiation & renewal outcomes
Tone & emotional alignment	Predicts CSAT & escalation risk
Workflow & CRM accuracy	Predicts data quality & downstream reporting
Consistency: roleplay → live	**Tells you whether training is actually transferring**



Building a process-compliant scorecard aligned to a named methodology, MEDDICC, SPICED, BANT, or custom.

The last row is the one most dashboards cannot answer today. Activity metrics tell you what happened; they don't tell you whether a skill practiced in training shows up in a real conversation. **A unified score, applied identically in both places, does.**

> *"We can now see how an agent does in practice and compare it to what happens in live calls. That combination tells you a lot more than just listening to a call after the fact."*
>
> **Steven Padernacht** · Team Lead, Keller Williams

07 PROOF FROM THE FIELD

Four deployments, four industries, one pattern.

Readiness improves when practice is specific to the real conversation, scored consistently, and connected to what happens after the call ends.

Globe Life

INSURANCE · 20,000+ EMPLOYEES

3.7× more structured practice before live calls

40+ manager hours reclaimed monthly

Roleplay coverage across every call type with AI benchmarking on eight-plus skills; a 28% lift in objection handling.

invitation homes

PROPERTY MANAGEMENT

Two distinct tracks, leasing conversions and resident de-escalation, built without two vendors, with completion data flowing into Workday Learning.

"The coaching dashboard shows my whole team. I can plan coaching time instead of reacting to random calls." · Ke'Yia Burnett, Sr. L&D Manager

CMC

INDUSTRIAL ENGINEERING · FORTUNE 500

2.2× faster ramp for junior BDRs

76% better CRM accuracy

Conversation practice combined with workflow training in one rollout, the two disciplines compound rather than compete.

kw REALTY GROUP KELLERWILLIAMS

REAL ESTATE BROKERAGE

45% lift in lead conversion

25k+ real leads logged into practice

Personas built from real objections in the lead database, with practice and live data unified via Follow-up Boss. Objection handling 3× more consistent.

08 MEASURING READINESS ROI

Activity describes volume. Readiness describes outcomes.

Calls made, courses completed, certifications issued, these describe volume, not whether a team is ready. The organizations in this report measure readiness the way they measure any other operational investment.

Readiness ROI = **Revenue Uplift + Cost Savings + Productivity Gains** − Simulation Investment

ROI LEVER	HOW IT SHOWS UP
Ramp acceleration	Faster time-to-proficiency, earlier pipeline or revenue contribution
Coaching leverage	Manager hours reclaimed from baseline skill correction
Conversion & retention lift	Higher win rates, lead conversion, and renewal confidence
Data quality	CRM and reporting accuracy improving without added manual effort

WHEN THE LEVERS MOVE OVER TIME

Day 0
Baseline readiness score set across the whole team

60–90 days
Coaching leverage and faster ramp become measurable

+2 quarters
Conversion and retention gains compound quarter over quarter

09 FROM CONNECTED LOOP TO SELF-DIRECTING SYSTEM

Three shifts already in build.

Each extends directly from the loop in this report rather than replacing it.

01 Content generation collapses from weeks to minutes.

Turning a playbook, SOP, or leadership document into a live Tutor session or roleplay scenario moves from a content-team backlog item to a direct upload. Real tickets, chats, and call recordings, including the conversation a rep fumbled last week, become one-click practice scenarios instead of case studies for next quarter.

02 AI Tutors expand across concept, tool, and skill training.

Beyond checking comprehension, Tutors are extending into guiding a rep through a real software workflow by sharing their screen and watching the rep's in return, and into coaching a rep through a tough conversation with feedback delivered in the moment, not after the call ends.

03 The system starts assigning its own coaching.

Rather than waiting for a manager to notice a pattern, the Tutor monitors scores across roleplays, real calls, and QA data, identifies a rep's specific weak spot, and assigns the drill directly. Compliance simulations update their own content as regulations change, and stress-signal detection flags agent strain before it shows up in a performance score.

None of this is a reason to wait. It is a reason to **build the connected loop now**, so the system has a consistent data layer to reason over once it starts assigning coaching on its own.

CONCLUSION

Audit whether your stack can answer one question.

The organizations in this report did not succeed because they adopted "AI roleplay" as a category. They succeeded because they stopped treating training, practice, scoring, and post-call execution as four separate systems owned by four separate tools.

THE ONE QUESTION WORTH ASKING

"Did the skill a rep practiced in training show up in their next real customer conversation?"

If the honest answer is "we don't know," that is the gap worth closing first.

WANT TO GO DEEPER?

Walk through a connected readiness loop for your team.

We're opening a limited number of 30-minute 1-on-1 consultation slots to map how a connected loop could fit your current training and coaching setup.

Book a consultation →

SOURCES & METHODOLOGY

References

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Outdoo AI customer stories: Globe Life & CMC.

Outdoo AI customer stories: Keller Williams & Invitation Homes.

Public links are included where the cited material is openly accessible. Gartner references are listed by the original study names.

Outdoo

Outdoo is the enterprise AI roleplay and training platform for customer-facing teams, connecting AI Tutor-led learning, roleplay practice, real customer conversations, and post-call analysis. With unified AI scoring, workflow simulation, personalized learning paths, SCORM and xAPI support, and 120+ integrations, Outdoo drives consistent execution and measurable revenue outcomes.

250+
enterprises worldwide

#1
in customer satisfaction on G2

120+
integrations · SCORM & xAPI

Trusted by Globe Life, Invitation Homes & Keller Williams. · Learn more at **www.outdoo.ai**