

AI Advantage announcement emails

EMAIL 1 OF 2 – MANAGERS

Sender:	Executive
Audience:	Store managers
Subject:	AI sales coaching is coming. Here's what you need to know.
Timing:	Before sending invitations

Managers,

We are rolling out an AI sales coaching program built specifically for retail furniture.

Here is what the platform does for your associates:

- They practice real customer conversations with an AI that pushes back the way actual shoppers do.
- After every session, they get instant, specific feedback on exactly what to improve.
- You assign the goals and behaviors each associate works on, so practice is targeted, not random.

Here is what the platform does for you:

- A manager dashboard showing who is practicing and who is not.
- Role-play transcripts and scores for your full team.
- Data to drive specific, productive 1:1 conversations instead of general check-ins.

The number to know. At other furniture retailers using FrontlineIQ, associates who complete 30 or more role-plays see measurable improvement in written sales performance. The practice builds the instinct. The instinct closes the sale.

Access: Credentials will arrive from FrontlineIQ separately.

We're counting on you to champion this with your team.

[Your Name]

[Your Title]

EMAIL 2 OF 2 – SALES ASSOCIATES

Sender: [Executive]
Audience: All sales associates
Subject: AI sales coaching launching soon!
Timing: Before sending invitations

Team,

We are rolling out an AI sales coaching program built for retail furniture selling. You will practice real customer conversations with an AI that pushes back the way real shoppers do. The feedback is instant, specific, and built around the exact moments that win or lose a sale.

Objections. Price hesitation. Customers who cannot agree on the sectional. Guests who want to think about it. Those are the moments the AI puts you in, before a real customer is standing in front of you.

The Rule of 30. Associates at other furniture retailers who complete 30 or more role-plays see measurable improvement in written sales performance. The practice builds the instinct. The instinct closes the sale.

Access: Credentials will arrive from FrontlineIQ separately.

The best associates in this business know how to ask the right questions, guide a customer through a decision, and close the room. This is how you sharpen those skills every day.

[Your Name]

[Your Title]