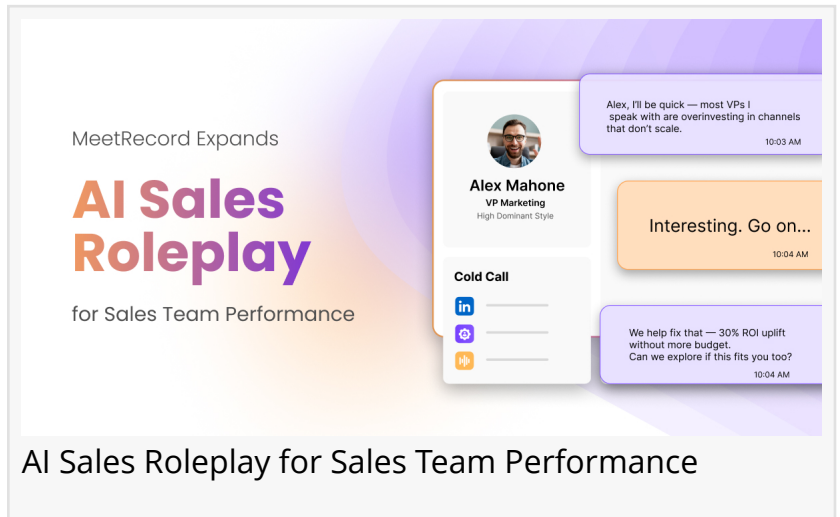


MeetRecord Expands AI Sales Roleplay for Sales Team Performance Enhancement

Rated 4.8 on Gartner and 4.6 on G2, MeetRecord helps teams build deal-ready performance with AI Sales Roleplay.

SAN FRANCISCO, CA, UNITED STATES, July 15, 2025 /EINPresswire.com/ -- [MeetRecord](#), a leading Sales Coaching & Revenue Intelligence platform, today announced the expanded adoption of its [AI Sales Roleplay](#) feature, now actively utilized by high-performing sales teams to simulate critical sales conversations and enhance readiness ahead of live prospect and customer interactions.

Since its launch, over 160+ enterprises and growing organizations have adopted AI Sales Roleplay as a core component of their sales readiness and enablement strategy.



“

AI Sales Roleplay gives reps a way to simulate their important conversations so they can show up ready, not reactive. It's built for the way modern sales happen: fast, high-pressure, and buyer-led.”

Snehal Nimje

Many sales teams have integrated roleplay into their new hire onboarding programs, requiring reps to complete a series of simulated buyer conversations before handling real customer calls. Sales reps can work on their weaknesses in simulated roleplay calls, with the exact deal context and AI twins of buyers that replicate their voices. Sales enablement teams can replicate these AI twins from the buyer profiles from LinkedIn, CRM, or actual call recordings, and create interactive courses for their LMS.

Notably, several organizations have established an internal benchmark score of 80% or higher across 45 roleplays as a

threshold for graduation into live selling environments, ensuring reps are not only confident but truly prepared.

This structured approach is helping teams build a consistent standard of excellence while shortening ramp times and increasing first-call effectiveness.

“Sales teams don’t need more dashboards, they need confidence,” said Paras Jain, Chief Customer Officer at MeetRecord. “Our platform helps leaders identify who’s ready, who needs support, and how to continuously improve rep performance without adding coaching overhead.”

The announcement comes at a critical time for the sales industry. Reports from different sources in the recent second quarter highlight mounting pressure on revenue teams, with below-average quota attainment, increased rep fatigue, and inconsistent messaging across the board. Sales leaders are seeking solutions that go beyond static content libraries and passive learning, prioritizing tools that deliver measurable readiness and performance.

[MeetRecord’s AI Sales Roleplay](#) addresses this need directly, transforming sales enablement from reactive to proactive. By replacing passive learning with active, scenario-based practice, the platform enables repeatable, scalable coaching that aligns with how modern teams sell.

The announcement comes on the heels of a strong Summer 2025 showing in the G2 Grid® Reports, where MeetRecord earned 15 badges across four categories, including recognition as a Momentum Leader in Sales Coaching for the 3rd consecutive quarter.

“This isn’t another call recording tool or post-mortem analysis,” said Snehal Nimje, CEO of MeetRecord. “AI Sales Roleplay gives reps a way to simulate their most important conversations so they can show up ready, not reactive. It’s built for the way modern sales happen: fast, high-pressure, and buyer-led.”

The recognition from G2 further reinforces MeetRecord’s growing momentum in the sales performance space. In addition to the Momentum Leader badge, the company received awards for Highest User Adoption and Best Estimated ROI, reflecting both market traction and measurable business impact.

Srideep
MeetRecord Inc.
+ +1 628 222 6323
[email us here](#)

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