

Salesperson learning from customer engagement with AI-human coach assemblage

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## **Abstract**

We aim to better understand how Artificial Intelligence (AI)-human coach assemblage models for salesperson learning works effectively. Our study theorizes that customer engagement behaviors as expression of needs, objections, and questioning during a sales call will impact salesperson learning via AI-human coach assemblage model. We analyze 7206 training interviews of salespeople done via an AI-based expert coaching system coupled with human trainers by multilevel-modeling. Results indicate that on average and overtime salesperson learning trajectory can be positively influenced by interactions with customers' expression of needs and objections, but negatively influenced by process of customer questioning.

**Keywords:** *Artificial Intelligence (AI), salespeople, learning*