

## SIMULATORS

# Reveal the Secrets Buyer Simulators

Your team interviews an AI buyer built on your real customer segments and learns what the customer actually needs before the next real conversation.

"Our teams work in silos."

"Our sales team leaves revenue on the table."

"Customers walk in loyal and leave indifferent."

**WHO IT IS FOR****LEVEL**

Sales teams, Store and service teams, Mid-level leaders, All employees

**TIME**

1 day · Ongoing

**LANGUAGES**

English

**GROUP SIZE**

Any group size

**FORMAT**

Virtual · Hybrid · In person

**BUSINESS OUTCOME**

Customer loyalty, Revenue growth, Talent insight

**WHAT HAPPENS**

The live Reveal the Secrets session pools what your people already know about each customer segment onto one page.

The simulator turns each page into a buyer your team could interview, qualify, and pitch, who answers the way that segment answers.

Marketing, sales, and service practice on the same buyers, so the one-page read becomes shared instinct.

**WHAT CHANGES**

- Customer insight that gets used, not filed
- New hires learn the customer before they meet one
- Sales and marketing working from one buyer
- Positioning tested before it goes to market

**HOW WE MEASURE**

Simulator usage and qualification scores by segment, read against win rate on those segments at 90 days.

**HOW IT FITS WHAT YOU HAVE**

Built around your buyers, your products, and the objections your reps actually hear. The tools Participants build become their own job aid and drop into your sales playbook.

**INVESTMENT**

## \$10,000 – \$25,000

Custom build · same number in USD, CAD and EUR

Design, build, and first live cohort, built on the customer insight your team pools in the Reveal the Secrets live session. Dispersed access: \$99 per Participant per year.

**WHAT IT INCLUDES**

- Buyer personas built from the insight your own people pooled in the live room
- An AI buyer per segment: needs, priorities, and your point of difference as they see it
- Ongoing practice interviewing, qualifying, and positioning against each persona

**Schedule a 20-minute walkthrough**

[See how it runs online](#)

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