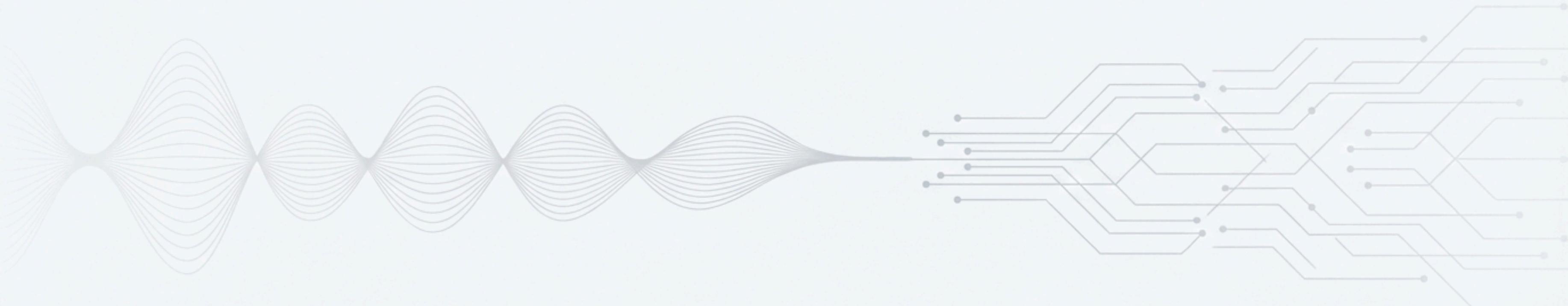




AI-Driven Real-Time Sales Assistant

Live Sales Call Intelligence using Large Language Models



Your Real-Time Co-Pilot for Better Conversions.

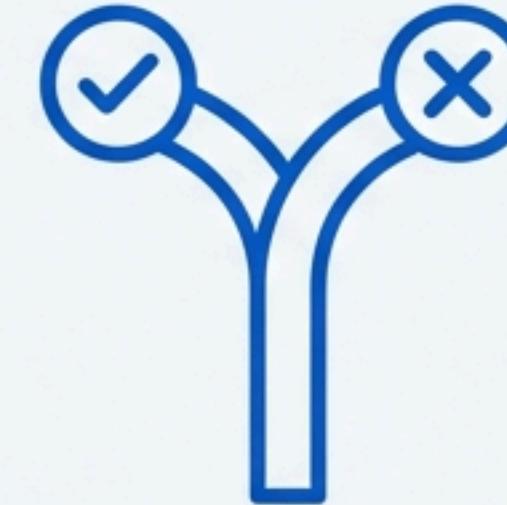
Sales Reps Fly Blind in the Moments That Matter

The highest-stakes moment in sales is the live conversation, yet it's the moment with the least support. Traditional training provides feedback only after the opportunity is lost.



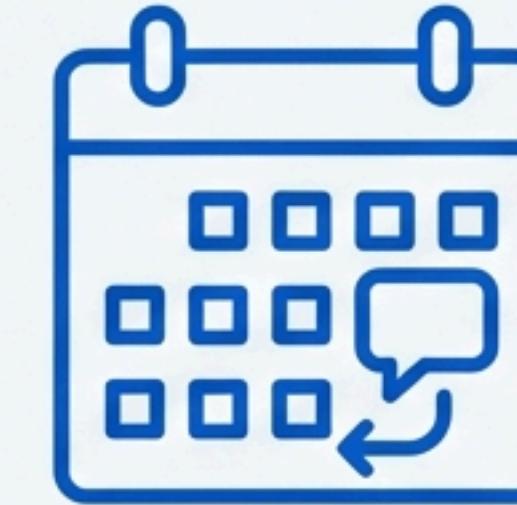
High-Pressure Mistakes

Sales reps often face difficult objections or forget product details during live calls.



Costly Missteps

A wrong or slow response can instantly derail a conversation, leading to lost conversions.



Delayed Learning

Feedback from traditional coaching arrives hours or days later, long after the mistake was made and the deal was lost.

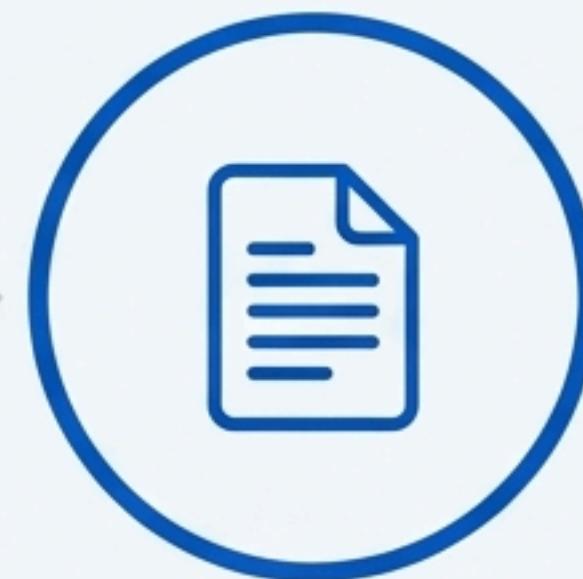
The Solution: An AI Co-Pilot for Every Call

We provide real-time intelligence that transforms sales agents into expert conversationalists, guiding them with the right words at the right time.



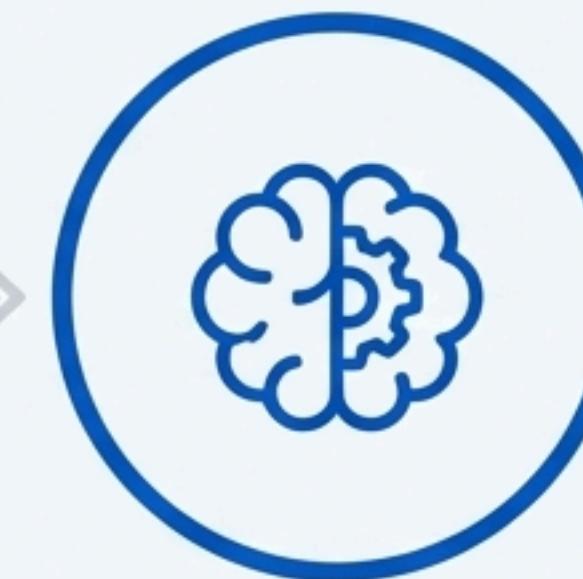
AI Listens

The system actively listens to the live sales call audio.



AI Understands

It instantly converts speech to text and analyzes for sentiment, intent, and key information.



AI Strategizes

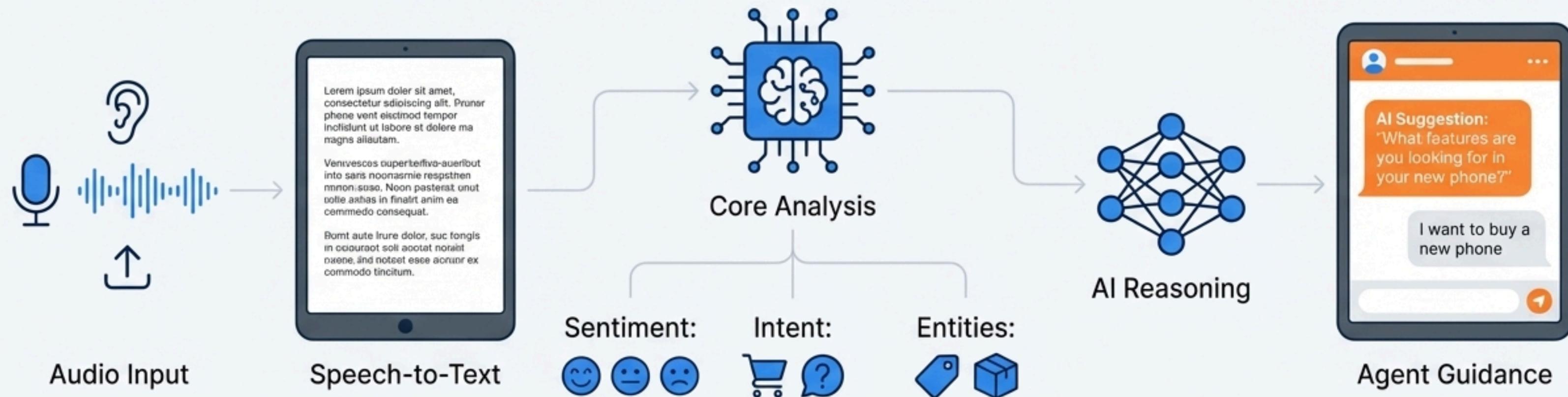
A powerful LLM (like Gemini or Llama 3) determines the optimal response or question.



AI Suggests

The agent receives a concrete suggestion on what to say next, directly on their screen.

System Flow: From Voice to Value in Milliseconds



1. Audio Input

The system captures the customer's speech via a live microphone or an uploaded audio file.

2. Speech-to-Text

The raw audio is instantly transcribed into written text using transcription models.

3. Core Analysis

The AI pipeline extracts three key insights: sentiment (emotion), intent (purpose), and entities (keywords).

4. AI Reasoning

A large language model (Llama 3 or Gemini) decides the best next move based on the analysis.

5. Agent Guidance

The agent receives a strategic suggestion and its reasoning on their dashboard.

Built on a Modern, Scalable Technology Stack

Programming Language



Python

User Interface



Streamlit (For a modern,
dark-mode SaaS dashboard)

Audio Processing



SpeechRecognition, PyDub, SoundDevice

LLM Engine (Modular)



Google Gemini 2.5 Flash
(Fast & Intelligent)

OR



Groq with Llama 3
(Lightning-fast inference)

How the AI Deconstructs Conversation



Sentiment Analysis

Detects the emotional tone of the customer.

Input Text:

"This price is too high!"

Output:

→ Negative



Intent Recognition

Identifies the customer's underlying goal or purpose.

Input Text:

"What is the warranty on this?"

Output:

→ Purchase Inquiry



Entity Extraction

Pinpoints and extracts key data points from the conversation.

Input Text:

"I want a Samsung phone around 20000."

Output:

→ Brand: Samsung
Product: Phone
Budget: 20000

The Output: Structured JSON for Consistent, Smart Responses

```
{  
  "sentiment": {  
    "label": "Negative",  
    "score": 0.85  
  },  
  "intent": {  
    "label": "Price Objection",  
    "score": 0.92  
  },  
  "entities": [  
    { "entity": "Product", "value": "smartphone" },  
    { "entity": "Budget", "value": "20000" }  
  ],  
  "suggestion": "I understand your concern about the price. Could you share what features are most important to you in a smartphone?",  
  "reasoning": "Acknowledge the price objection directly, then pivot the conversation back to value and features to understand the customer's priorities."  
}
```

Actionable Guidance for the Agent

The 'Why' Behind the Advice

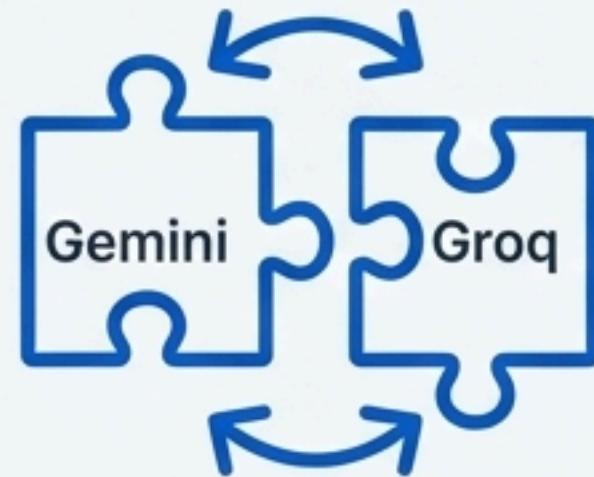
Live Demo: The Co-Pilot in Action

The screenshot shows the SalesAI dashboard interface. On the left, there's a sidebar with 'SalesAI' at the top, followed by 'Live Co-Pilot' (highlighted with a red circle 1), 'File Analysis', and 'Greg Configuration' (which includes a 'Greg API Key' field). Below the sidebar is a green button labeled 'Greg Enabled'. The main area has an orange header bar with 'Suggested Reply:' and the text 'What is your budget for the smartphone?'. Below this is a strategy note: 'Strategy: Asking about budget helps to narrow down options and provide relevant recommendations, increasing the chance of a successful sale.' The central part of the screen displays the customer input 'Customer: budget for my smartphone is around 15 to 20000' in a green box. To the right of this are three analysis boxes: 'Sentiment' (label: Neutral, score: 0.5), 'Intent' (label: Price Inquiry, score: 0.8), and 'Entities' (entity: Budget, value: 15000-20000). At the bottom is another orange bar with 'Suggested Reply:' and the text 'What features are you looking for in a smartphone within this budget?' followed by a strategy note: 'Strategy: Asking about features will help narrow down options and provide a more personalized recommendation.'

- 1. Customer States Budget:** The live transcript shows the customer's input: *"My budget for my smartphone is around 15 to 20000."*
- 2. AI Instantly Analyzes:** The dashboard immediately displays the analysis:
Sentiment: Neutral
Intent: Price Inquiry
Entities: Budget: 15000-20000.
- 3. Agent Receives Guidance:** A clear, actionable suggestion appears:
"What features are you looking for in a smartphone within this budget?" along with the strategy.

Engineered for Reliability and Resilience

The application is built with robust, modular, and resilient code to ensure it's always available to support the sales agent.



Modular LLM Engine

Separate scripts (`final_gemini.py`, `final_groq.py`) allow for easy swapping and maintenance of the AI core.



Secure & Simple Execution

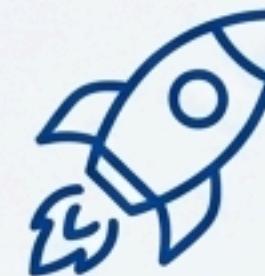
The system is API-driven, relying on secure user-provided keys for the chosen LLM service.



Graceful Fallback Logic

A built-in, rule-based engine (`legacy_rule_engine`) provides basic, helpful suggestions even if the LLM API fails, ensuring the agent is never left without support.

From Smarter Conversations to Stronger Revenue



Accelerate Onboarding

Empowers new sales reps with expert guidance from day one, dramatically reducing ramp-up time.



Boost Agent Performance

Equips all reps with the right words at the right time, increasing confidence and response speed.



Increase Conversion Rates

Helps agents effectively handle objections and guide conversations toward a successful close.

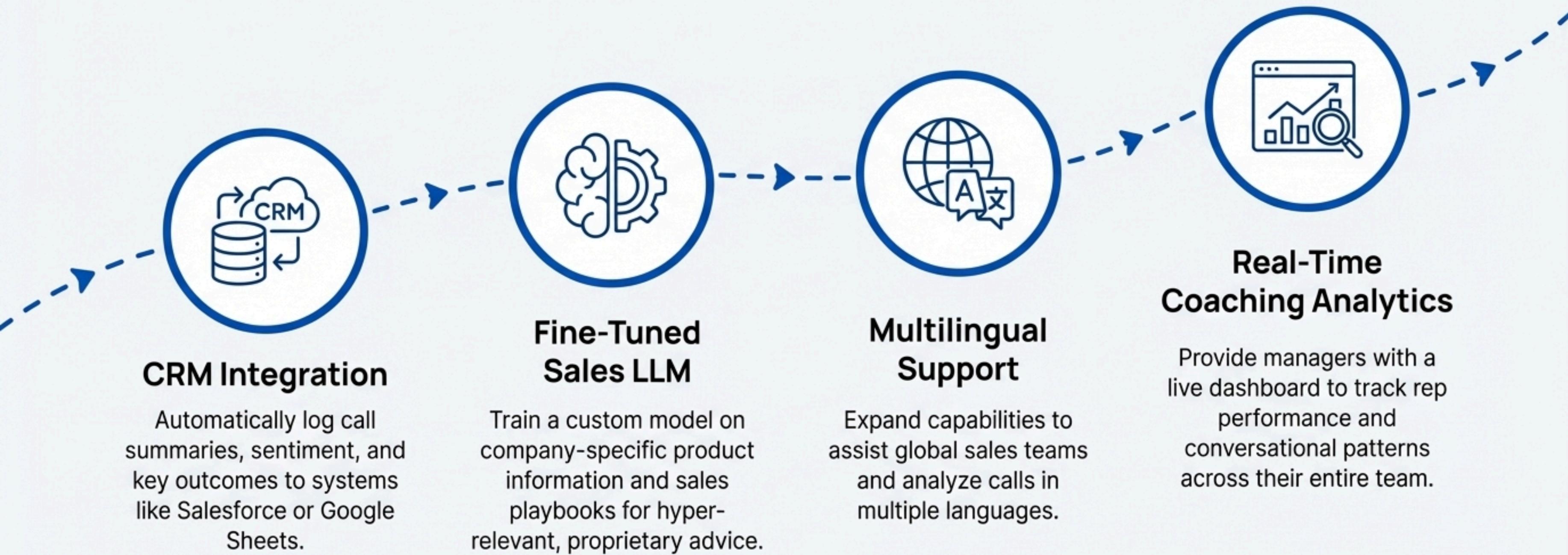


Unlock Post-Call Insights

The structured data captured from every call provides invaluable intelligence for future training and sales strategy.

The Future: An Integrated Sales Intelligence Platform

Today's co-pilot is the foundation for a complete sales ecosystem.



Intelligence in the Moment of Truth

This project moves beyond simple transcription to provide actionable intelligence when it matters most, fundamentally changing how sales conversations are managed.

Real-Time: Shifts sales coaching from post-call review to in-the-moment assistance.

Intelligent: Combines Speech Recognition, NLP, and Large Language Models to provide truly strategic guidance.

Impactful: Directly designed to enhance agent performance, boost conversions, and grow revenue.