Project Title: Real-Time AI Sales Call Assistant for Enhanced Conversation Strategies

Project Statement:

This project focuses on developing an AI-driven assistant for live sales calls using LLMs like OpenAI GPT, Meta LLaMA, and other natural language processing (NLP) technologies for real-time speech analysis and sentiment detection. The system will provide real-time, context-based question prompts, product recommendations, and objection-handling techniques during sales conversations. By integrating with Google Sheets and other data sources, the system will leverage real-time speech analysis to support effective conversation strategies. The solution aims to enhance sales performance by providing instant guidance to sales representatives and generating valuable post-call insights for continuous improvement.

Outcomes:

- Real-time question prompts and objection-handling suggestions based on customer sentiment and CRM data.
- Personalized product recommendations using buyer profiles and historical data.
- Automated post-call summaries with actionable insights for sales training and improvement.
- Enhanced sales performance through AI-powered conversation support.

Modules to be Implemented:

1. Real-Time Speech Analysis and Sentiment Detection Engine
   - Analyzes live speech to detect sentiment shifts and provides real-time feedback during sales calls.
2. CRM-Integrated Product Recommendation System
   - Recommends products based on customer profiles, historical interactions, and CRM data.
3. Dynamic Question and Objection Handling Prompt Generator
   - Provides context-based question prompts and objection-handling techniques during live conversations.
4. Post-Call Summary and Insight Generation Module
   - Automatically generates summaries of the call with actionable insights for future improvement.

Milestones:

Milestone 1: Weeks 1-2

Introduction & Initial Training
Objective: Set up the project infrastructure, introduce team members to the tools (LLMs like OpenAI GPT, Meta LLaMA), and gather initial data for training models.
Tasks:

- Set up the environment for real-time speech analysis (e.g., integration with Google Sheets).
- Train team members on using LLMs for speech-to-text processing and sentiment analysis.
- Begin collecting initial data from mock sales calls.

Milestone 2: Weeks 3-4

Module 1: Real-Time Speech Analysis and Sentiment Detection Engine
Objective: Build a system that analyzes live speech to detect sentiment shifts in real time during sales calls.
Tasks:

- Implement LLMs (OpenAI GPT, Meta LLaMA) to analyze live speech streams.
- Develop algorithms that detect sentiment changes based on tone, language, and context.

Milestone 3: Weeks 5-6

Module 2 & 3: Product Recommendation System & Dynamic Question/Objection Handling Generator
Objective: Develop a system that recommends products based on CRM data while generating real-time question prompts during calls.
Tasks:

- Integrate CRM data to recommend products based on customer profiles.
- Implement a dynamic question prompt generator that suggests questions or objection-handling techniques based on conversation flow.

Milestone 4: Weeks 7-8

Module 4: Post-Call Summary & Insight Generation Module Deployment
Objective: Automatically generate post-call summaries with actionable insights for continuous improvement.
Tasks:

- Implement a system that generates a summary of key points from each call (e.g., customer objections, product interest).

- Test the summary generation system by comparing it with manual notes taken by sales representatives.

Evaluation Criteria:

- Milestone 1 Evaluation (Week 2): Successful setup of the project environment, initial training completed, and first batch of mock call data collected.
- Milestone 2 Evaluation (Week 4): Real-time speech analysis engine successfully implemented with sentiment detection capabilities during live calls.
- Milestone 3 Evaluation (Week 6): Product recommendation system integrated with CRM; dynamic question/objection handling prompts generated during live conversations.
- Milestone 4 Evaluation (Week 8): Post-call summary generation module deployed; automated insights provided for sales training and improvement.