

# Real-Time AI Sales Intelligence and Sentiment-Driven Deal Negotiation Assistant

## Project Overview

This project aims to develop an AI-powered assistant to enhance sales calls using real-time sales intelligence and sentiment analysis. By leveraging LLMs (e.g., OpenAI GPT, Meta LLaMA) and integrating tools like mock CRM data and Google Sheets, the system dynamically adapts negotiation strategies and provides post-call insights to improve conversion rates and team efficiency.

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## Key Outcomes

- 1. Real-Time Sentiment-Based Suggestions**
    - Monitors buyer sentiment to adjust tone and negotiation strategies dynamically during calls.
  - 2. Customized Deal Recommendations**
    - Uses buyer needs, historical CRM data, and competitor benchmarks to suggest optimal deal terms.
  - 3. Post-Call Analysis**
    - Delivers comprehensive summaries, performance insights, and future engagement strategies.
  - 4. Enhanced Sales Team Efficiency**
    - Provides actionable recommendations to improve negotiation tactics and increase conversions.
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## Core Modules

- 1. Real-Time Sentiment and Intent Analysis Engine**
  - Monitors sentiment and emotional shifts during live calls, offering instant feedback.
- 2. Dynamic Deal Recommendation System**
  - Suggests deal terms based on historical data and buyer signals, adapting dynamically.
- 3. Post-Call Insights and Google Sheets Integration**
  - Summarizes calls, updates deal statuses, and generates follow-up plans.
- 4. AI-Powered Negotiation Coach**
  - Provides real-time tips on handling objections and improving negotiation, tailored to sales reps' performance.