

AUTOMATE **Advanced** 30 MIN · UPDATED 2026-09-30

Simulate sales objection-handling with a training agent.

Practice a sales pitch against a Copilot Studio agent that plays a skeptical buyer and gives real-time feedback on your objection handling.

MICROSOFT 365

Teams

WORKS WITH

Copilot Studio

Business Outcome

Sales reps arrive at real calls having already worked through the toughest objections, improving close rates on harder deals.

Workflow Steps

Step 1: Feed the agent your real objection patterns

Copilot Studio

Pull the objections that actually come up most often from real call notes, call recordings, or CRM loss-reason fields — price pushback, "we already use a competitor," "not the right time" — and load those into the agent's instructions.

Generic sales-training objections from a textbook won't prepare reps for the specific pushback your buyers actually give.

Step 2: Set the persona and difficulty

Copilot Studio

Configure the agent to play a specific buyer persona (a skeptical budget-holder, a technical evaluator) at a defined difficulty level, since a training session that's too easy doesn't build real skill.

PROMPT

Play a skeptical VP of Operations evaluating our platform against our main competitor on price. Push back hard on ROI and raise at least two objections a real buyer at this stage would raise. After the roleplay, tell me specifically what I handled well and what I should improve.

Step 3: Run the roleplay in Teams

Teams

Practice the pitch live against the agent, treating it as close to a real call as you can — this is where the muscle memory for handling pushback actually builds.

Step 4: Review the feedback and repeat on the weak spots

Teams

Take the agent's specific feedback, practice the weaker objections again, and track whether your handling improves across sessions rather than treating each session as a one-off.

✓ Check the work

- Compare the agent's feedback against what an experienced sales manager would actually flag — run a session with a manager listening in occasionally.
- Confirm the objections raised reflect what real buyers in your market actually say, not generic textbook objections.
- Don't treat "the AI buyer was convinced" as proof the pitch works — validate on real calls too.



Expected Outcome

A completed practice session with specific feedback on which objections you handled well and which need more work.

Want help rolling this out across your team? **Go to Liminals.Tech** ■