

• THE CONVERSATION PERFORMANCE PLATFORM

One platform for every *conversation* that moves the business

Two apps — **Leadership Coaching** and **Sales** — on one framework-scored engine. Your people practice before the conversation, get coached live during it, and leaders see it land across the whole org.

Two apps, one engine

Leadership Coaching and Sales share one scoring engine, one report format, and one admin surface — so a skill built in one shows up in the other.

Practice before — and get help in the moment

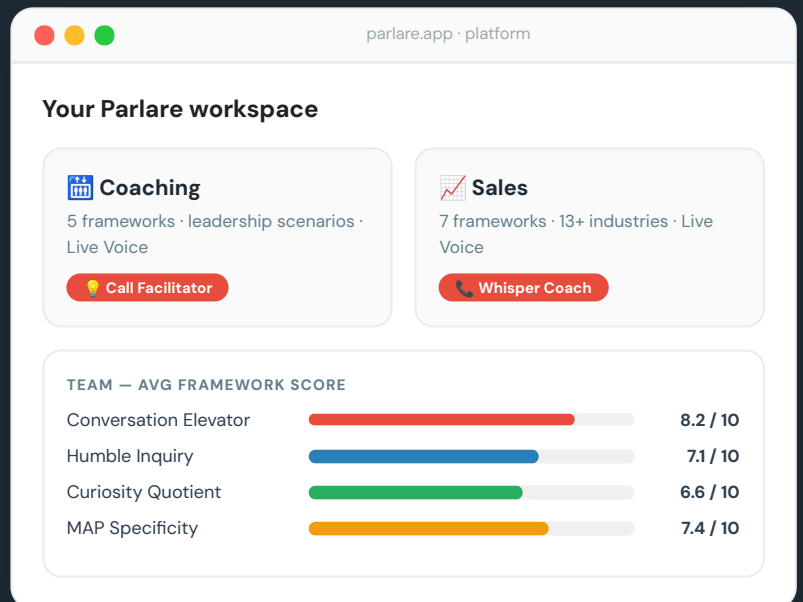
Rehearse against realistic AI. Reps get **Whisper Coach** — silent cues on real prospect calls; coaches get **Call Facilitator** — pause a live practice session to ask an expert for a quick framework answer, then resume.

Framework-scored, not sentiment

Every conversation is scored against proven frameworks the moment it ends — with a Gold Standard rewrite of the weakest moment, not a vague "good job".

Built for the organization

Leader dashboards, a sequenced onboarding curriculum, per-app entitlements, SSO, and a Compliance Shield with PII redaction — ready for rollout.



Every high-stakes conversation, *in one place*

Coaching and Sales are purpose-built for their audience — but run on the same practice, live-coaching, and scoring engine.

LEADERSHIP COACHING · PARLARE.APP

Coach the conversations that keep people

Performance issues, difficult feedback, burnout, conflict, career crossroads — practised against an AI that pushes back and gets defensive, scored against five coaching frameworks.

💡 Call Facilitator — stuck mid-practice? Pause a live-voice session, ask an expert coach a quick framework question, then resume. It's a teaching aid, kept out of your score.

BID / SBI

Conversation Elevator

Humble Inquiry

The Middle Path

Clear is Kind

SALES · PARLARE.APP/SALES

Change what reps say before the deal is lost

Discovery calls, objections, and deal progression across 13+ industries including Real Estate — with Feature Dump detection that flags every premature pitch.

📞 Whisper Coach — silent live coaching on real prospect calls: floor position, CQ signals, and objection alerts on the rep's screen. Prospect hears nothing.

Sales Conv. Elevator

Hook Accuracy

Curiosity Quotient

MAP Specificity

APPA

Active Listening

Humble Inquiry

THE SHARED ENGINE — EVERY SESSION, BOTH APPS

1

Practice

Configure a scenario and rehearse against realistic AI in text.



2

Live Voice

Run it again as a fluid, real-time spoken conversation.



3

Help in the moment

Whisper Coach gives reps silent cues on real sales calls; Call Facilitator gives coaches expert help inside practice.



4

Scorecard

Framework scores, Engagement Arc, and strengths & gaps instantly.



5

Gold Standard

A rewrite of the weakest moment, annotated by framework.

SHARED INTELLIGENCE ACROSS BOTH APPS

Growth Edges — routes you to your weakest framework

Coachee Generation Lens — Gen Z → Boomer registers

Stress Gap — live vs. practice pressure check

Score trends & radar — progress over time

Transcript scoring — score your real conversations



Roll it out. *See it land.*

Parlare gives leaders the visibility and structure to turn individual practice into an org-wide capability — without sending a single transcript outside your control.



Leader & Team dashboards

See participation, average scores per framework, and the top framework gaps across your team — coaching and sales side by side.



New Leader Foundations

A sequenced onboarding curriculum with mastery gates — members advance only after scoring above threshold across enough sessions.



Per-app entitlements & seats

Grant Coaching, Sales, or both — independently, per member. Admins manage roles, seats, and curriculum enrollment from one console.



Sales Org Health Command Center

Floor Leakage Funnel, Ghosting Predictor, and Feature Dump trends across the team — with CSV export into your BI stack.

Compliance Shield — enterprise-grade by default



Client-side **Hard Guard** blocks SIDs, account and card numbers before they ever leave the browser. Server-side **PII redaction via Presidio** anonymizes transcripts before evaluation. **Multi-tenancy RBAC** keeps data org-scoped, with **SSO** via Google, Okta, or Azure. Only anonymized transcripts are ever stored.

PRICING

Start with one app. *Scale the whole org.*

Coaching and Sales are priced independently — buy either, or both. Every plan includes a 7-day free trial, no credit card required.

LEADERSHIP COACHING

Standard · The Habit Builder

\$24.99 / mo

5 Live Voice sessions / mo · unlimited text · all five frameworks · session reports · Gold Standard rewrites

Performance Pro · The Trusted Leader

\$39.99 / mo

Everything in Standard · Call Facilitator (live help mid-practice) · unlimited voice · 5 audits / mo · Voice Analytics · Growth Edges

Team · The Leadership Bench

Custom · 10+

Everything in Pro · New Leader Foundations · org-wide analytics · admin dashboard · SSO · annual billing

SALES

Standard · The High-Performer

\$69.99 / mo

Unlimited text · 10 Live Voice sessions / mo · Hook & Ladder FAQ · Gold Standard examples · session history

Performance Pro · The Deal Closer

\$129.99 / mo

Everything in Standard · Whisper Coach live call AI · unlimited voice · 5 Behavioral Audits / mo · Feature Dump trends

Team · The Revenue Engine

Custom · 10+

Everything in Pro · Sales Org Health Command Center · Floor Leakage & Ghosting Predictor · CSV export · SSO

One platform, one contract

Team & Enterprise plans (10+ seats, annual) combine both apps with org-wide analytics, the New Leader Foundations playbook, SSO, dedicated onboarding, and the Compliance Shield. POs accepted.

[Book a Demo](#)

[Try Coaching Free →](#)

[Try Sales Free →](#)