



EBOOK

A Smarter Way to Work:
**How Seismic
Aura AI Agents
Power Your Role**




Let's start with you and your role

Every role in the go-to-market (GTM) organization comes with its own demands — distinct challenges, goals, and measures of success. Whether you're building customer relationships, guiding a team, or shaping an enablement strategy, success comes down to how quickly you can find the right information, act on it, and deliver meaningful results.

That's where Seismic's Aura Agents come in. They act as intelligent partners directly in your flow of work — helping you prepare smarter, coach faster, and deliver greater impact.

In this guide, you can choose your track and explore how Aura can help you work more efficiently and effectively, wherever you sit in the GTM organization.

“We're making Aura omnipresent, everywhere across Seismic, and making it contextually aware, so that every step along the way you have Aura guiding you.”



Krish Mantripagada
Chief Product Officer, Seismic



Customer-facing professionals

You've got a high-stakes renewal coming up — one that demands preparation, precision, and perfect timing. Let's explore how Aura AI helps you prepare with confidence, stay informed in the moment, and move one step ahead at every stage of the customer conversation.



Sales managers

Your quarterly business review is approaching, and visibility is everything. Let's explore how Aura AI helps you uncover insights, coach with focus, and guide your team toward stronger, more consistent performance.



Enablers

A major product launch is around the corner, and readiness is in your hands. Let's explore how Aura AI helps you plan, launch, and track strategic initiatives — keeping the field informed, the message consistent, and the impact measurable.



ROLE

Customer-facing professionals

Prepare with precision — Aura Prep Agent (Coming 2026)

As soon as the renewal meeting is scheduled, Aura Prep Agent helps you get ready. Aura gathers recent account activity, previous engagement notes, product usage insights, and relevant playbooks — giving you a full view of the customer’s journey.

Instead of sifting through emails or searching multiple systems, you gain an immediate understanding of what matters most to your buyer, along with suggested talking points and personalized assets.

Get answers instantly — Aura Chat Agent

While preparing, you can turn to Aura Chat Agent for specifics — asking questions like, “What’s the latest case study in the financial services segment?” or “Which deck best highlights our ROI impact?” Aura instantly delivers the right content, grounded in your Seismic content library. No more time wasted guessing or searching — you can shape a narrative that resonates with your customer’s goals and priorities.

Practice before it counts — Aura Role-Play Agent

To build confidence before the meeting, Aura Role-play helps you rehearse the renewal conversation. Aura simulates your customer’s potential objections and provides real-time feedback on tone, clarity, and message alignment. By practicing multiple scenarios, you can refine your delivery and enter the meeting fully prepared to navigate any question or concern with composure and credibility.





Present with confidence — Aura Presentation Agent

When the meeting begins, Aura Presentation Agent ensures you show up with a polished deck that's on-brand, compliant, and tailored to your customer's industry and goals. The presentation includes relevant metrics, customer success examples, and renewal recommendations, so you can focus on the conversation rather than the slides – and build a strong rapport with your buyer.

Follow up seamlessly — Aura Follow-up Agent (Coming 2026)

After the discussion, Aura Follow-up Agent delivers a detailed recap — capturing customer feedback, next steps, and key takeaways. What originally took hours to complete can be executed in minutes, keeping momentum after every conversation.



ROLE

Sales managers



See what's working — Aura Analytics Agent

In the days before the review, you can open the Aura Analytics Agent to see how your team is performing. You simply ask, “Which reps are struggling with late-stage deals?” or “Who’s using the new messaging effectively?” and Aura pulls the appropriate self-service report that surfaces performance trends, content adoption data, and engagement metrics, eliminating the need for manual reporting. And you walk into the meeting with a complete picture of your team’s strengths and opportunities.

Coach at scale — Aura Role-Play Agent

As the QBR progresses, one theme stands out: your team is struggling with competitive positioning. You can use Aura Role-Play Agent to assign a teamwide exercise that simulates an objection to price or comparison to a competitor. Reps complete the exercise individually, and Aura provides instant scoring and feedback. By the end of the week, you have measurable insights on who’s improving and who needs focused, personalized coaching.

Empower in the moment — Aura Chat Agent

Between sessions, reps ask for case studies, talk tracks, or win stories relevant to their deals. Rather than waiting for you to respond, Aura Chat Agent handles these inquiries instantly, delivering verified content straight from Seismic. This frees you up to focus on higher-impact conversations, while ensuring your reps still get relevant guidance.

Drive consistent execution — Aura Follow-Up Agent

After the review, you use Aura Follow-Up Agent to ensure accountability across the team. The agent automatically organizes key action items — from coaching plans to next steps for a deal — and standardizes how progress is tracked. Instead of chasing updates, you can open a single view to see who is executing and where support is still needed. This brings clarity and consistent execution across the team.





ROLE

Enablers

Deliver enablement in the flow of work — Aura Chat Agent

Ahead of launch day, you can use the Aura Chat Agent to keep the field informed and ready, delivering critical updates directly into their flow of work. You can instantly equip sellers with the latest positioning, messaging, and competitive insights.

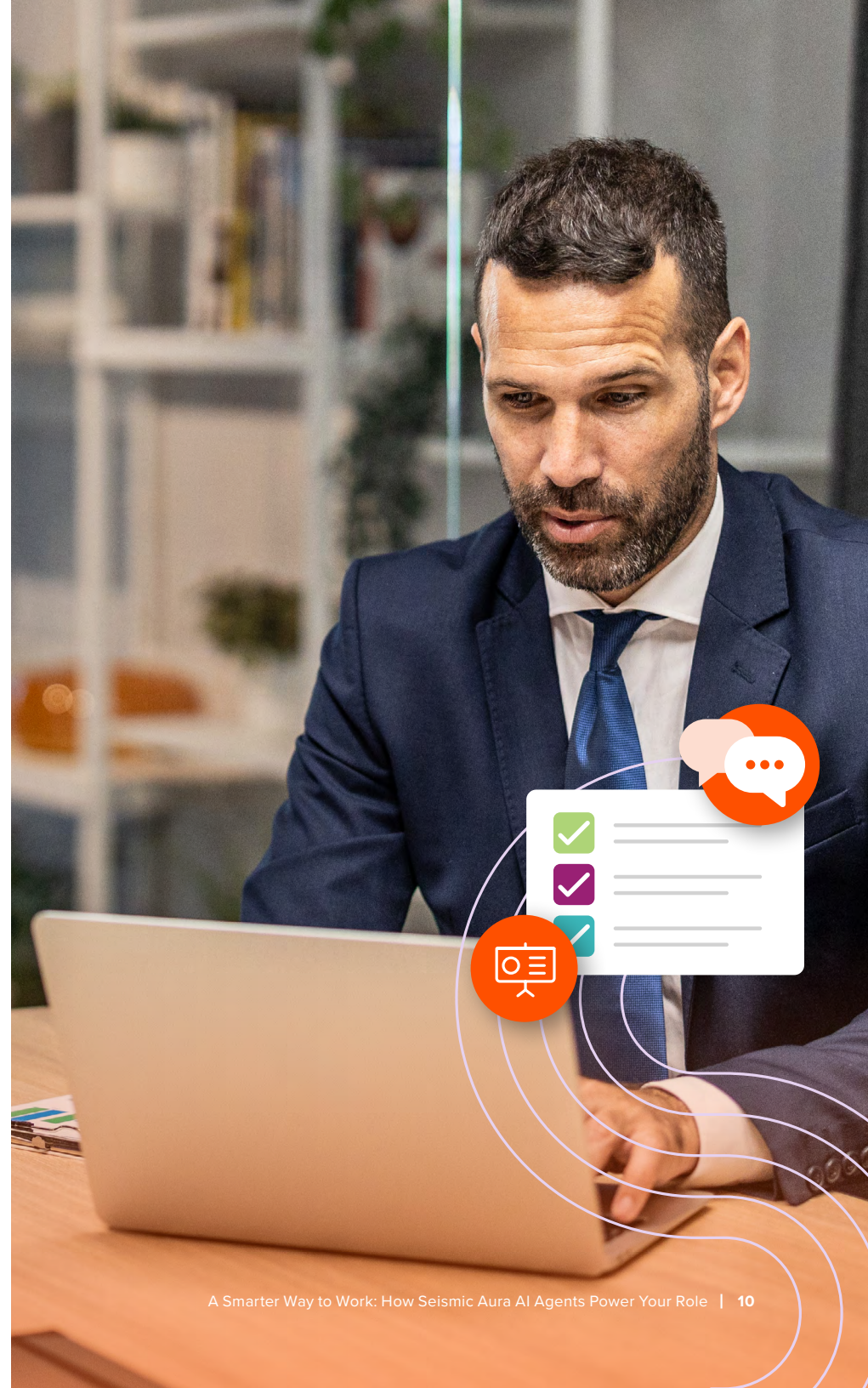
When a rep asks, “What’s our positioning for the new product?” or “What’s the competitive story?”, Aura provides accurate, real-time answers — keeping enablement embedded for reps to deliver meaningful outcomes.

Accelerate training creation — Aura Lesson Builder Agent (Coming 2026)

In the final days before launch, Aura Lesson Builder Agent turns approved messaging and product materials into structured, interactive lessons in minutes, not hours. With just a few inputs, you can generate complete training modules and review everything before publishing. It’s a faster, easier way to deliver consistent, on-brand training right when the field needs it most.

Reinforce learning through practice — Aura Role-Play Agent

Once the product hits the market, you can use Aura Role-Play Agent to turn new messaging into scenario-based practice. Aura Role-Play Agent designs realistic buyer conversations that help sellers apply what they’ve learned and refine their delivery. Aura provides instant coaching feedback, highlighting strong responses and areas to improve — ensuring the messaging doesn’t just reach the field but drives confident, consistent execution.





Measure what matters — Aura Analytics Agent

After the rollout, Aura Analytics Agent helps you monitor progress and drive ROI by measuring adoption and impact of their programs. You can see which teams have completed training, which content is being used in live deals, and how that correlates with performance outcomes. Instead of relying on anecdotal feedback, you gain a clear view of where teams need extra support to stay engaged and performing at their best.

Scale content creation — Aura Page Builder Agent (Coming 2026)

As the product expands regionally and globally, Aura Page Builder allows enablement teams to automatically generate localized Seismic Pages — ensuring consistent enablement materials and messaging across regions without duplicating effort. Updates that once took weeks to roll out will be ready in hours, keeping every seller informed and aligned from wherever they work.

Power your teams in their flow of work

Across every role, Seismic's Aura Agents connect insight to action — empowering teams to move faster, learn continuously, and perform at their best.

[See Aura AI in action →](#)





About Seismic

Seismic is the global leader in AI-powered enablement, empowering go-to-market leaders to drive strategic growth and deliver exceptional customer experiences at scale. The Seismic Enablement Cloud™ is the only unified AI-powered platform that prepares customer-facing teams with the skills, content, tools, and insights needed to maximize every buyer interaction and strengthen client relationships. Trusted by more than 2,000 organizations worldwide, Seismic helps businesses achieve measurable outcomes and accelerate revenue growth. Seismic is headquartered in San Diego with offices across North America, Europe, Asia and Australia.

Learn more at seismic.com.