Deelan : reinventing sales training with AI

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Merkur regularly highlights the growing dynamism of Luxembourg’s entrepreneurial landscape by featuring innovative startups. Among the entrepreneurs in the spotlight are Panos Meintanis and Michel Conrad, founders of Deelan. The startup has developed an adaptive sales training platform that leverages artificial intelligence and real customer conversations to help companies continuously develop the skills of their sales teams. Interview with the founders of Deelan.

Pitch your startup !

Deelan is an adaptive sales training platform designed to turn sales enablement into a continuous learning process. While many companies train their sales representatives during onboarding and rely on that initial training over time, Deelan enables teams to keep developing their skills through regular, targeted practice.
The platform builds training around a company’s own real sales calls and adapts the learning experience to each representative, identifying individual areas for improvement and focusing training where it can have the greatest impact. Rather than offering a one-size-fits-all approach, Deelan helps sales teams continuously strengthen the specific skills they need.
Through a single platform, companies can create and deliver courses, realistic roleplays, assessments, workshops and podcasts, giving sales teams different ways to learn and practise. Deelan offers all of these formats under one flat price with unlimited seats, making continuous sales training accessible across the entire organisation.

How did you come up with your idea ?

I spent years scaling Talkwalker from 1M to 50M in revenue. The hardest part was never the product. It was getting every new rep to sell as well as the best ones, fast. We threw money at tools and onboarding and it still took months. Every sales leader I know has the same problem and no good way to solve it. When AI made it possible to practice and coach at scale, the gap was obvious.

Why is now the best time to start your company ?

Two major shifts came together at the right time. First, AI has become sophisticated enough to power realistic sales roleplays and provide meaningful, personalised feedback, moving well beyond the scripted simulations of the past. At the same time, revenue teams now have access to a growing library of recorded customer conversations, often stored in tools but still largely underused.

This means the raw material for highly relevant sales training already exists within companies: their own conversations, challenges and real-world scenarios. What was missing was a way to transform that knowledge into continuous, practical learning experiences. Deelan was built to bridge that gap, turning existing sales conversations into targeted practice and creating an opportunity that simply was not possible at this scale a few years ago.

Why Luxembourg ?

It’s where I built my career and my network. Talkwalker was here, and most of what I learned about scaling came from this ecosystem. The support for early-stage companies is real: Luxinnovation, the Digital Tech Fund, Expon Capital who led our round. It’s small enough that you can reach anyone and serious enough to build a company that sells globally from day one.

What is the next step ?

We closed our seed round in May and launched the platform last November. Now it’s about proving the model with our early customers and turning that into repeatable growth. On product, we’re building toward being the system of record for sales skill: not just training reps, but showing exactly who is improving and where. That’s the piece nobody else has.

According to you, what will your company look like in 10 years ?

I want Deelan to be the layer every revenue team runs on to build skill, the way they run on a CRM to track deals. Today a company knows its pipeline in detail and knows almost nothing about how good its people actually are at selling. In ten years that should be flipped. Skill becomes measurable, and improving it becomes a normal part of the week, not a once-a-year event.

What change do you hope to create in the world ?

Selling often gets a bad reputation, largely because of how it is done. At its best, sales is not about pushing a product; it is about understanding what someone truly needs and helping them get there. Deelan’s ambition is to raise the standard of how selling is done. By helping people continuously improve their skills, sales professionals can have better conversations, build stronger relationships and ultimately close more deals, while also gaining more confidence and satisfaction in their work. The goal is simple: make great selling the standard, not the exception.