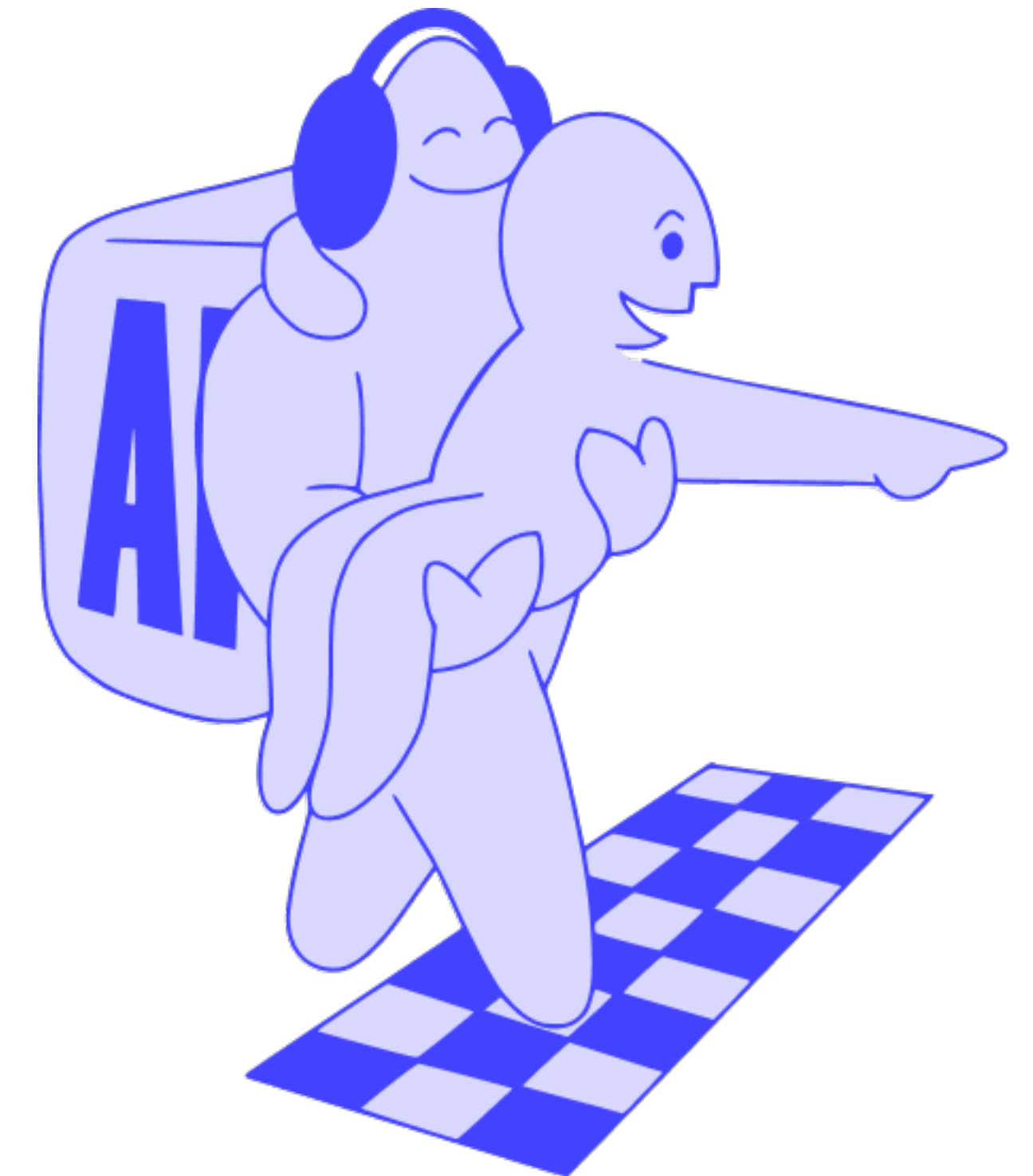


# Pitch Patterns

**CALL.  
SEE.  
IMPROVE.**

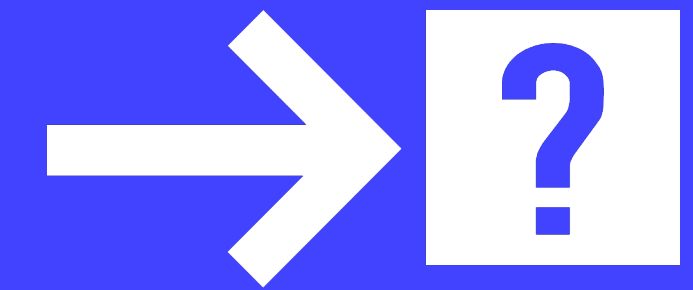
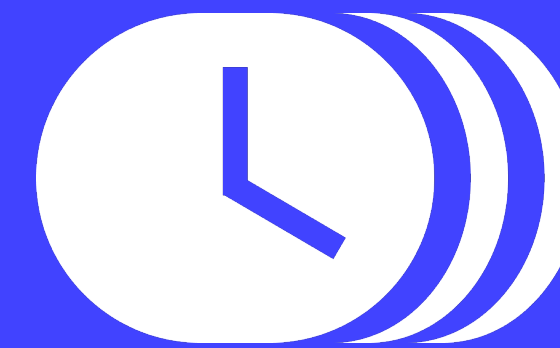
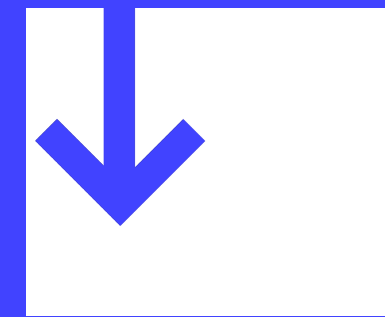
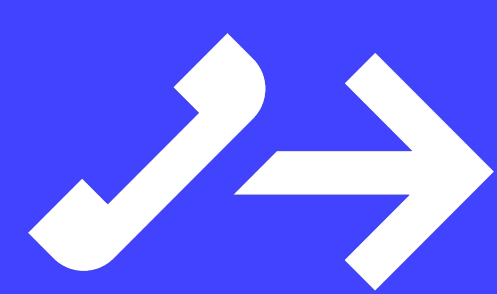
**February, 2022**



## OUR GOAL

Increase revenue.  
Increase customer satisfaction.

# OLD WAY



**Call Made**

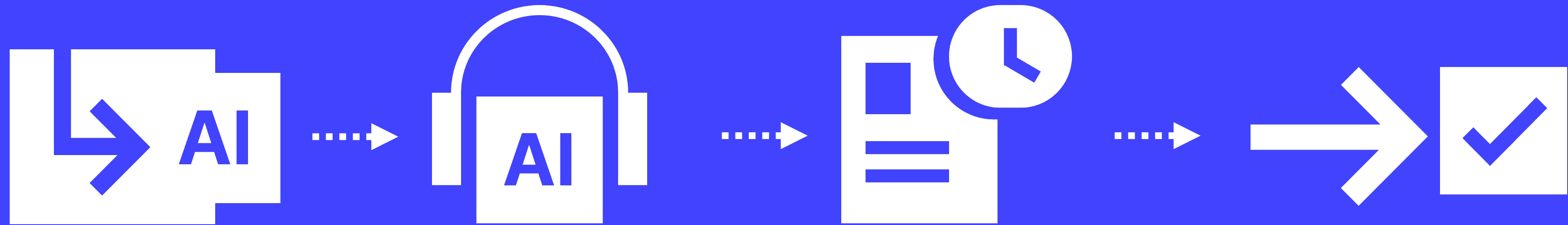
**Stored**

**Manager manually listens to coach on sales skills and find ways to improve pitch.**

**Time consuming, drains energy, painful.**

**What can be automated with AI?**

# PROCESS AUTOMATIZATION



**AI Automatically  
analysis calls in  
minutes.**

**AI Provides  
feedback of  
key metrics  
that drive sales  
skills and strategy.**

**Save time and  
focus on direct  
coaching, strategy.**

**Increase the speed  
of sales process  
by using Pitch  
Patterns.**

# PROCESS

## 4 STEPS



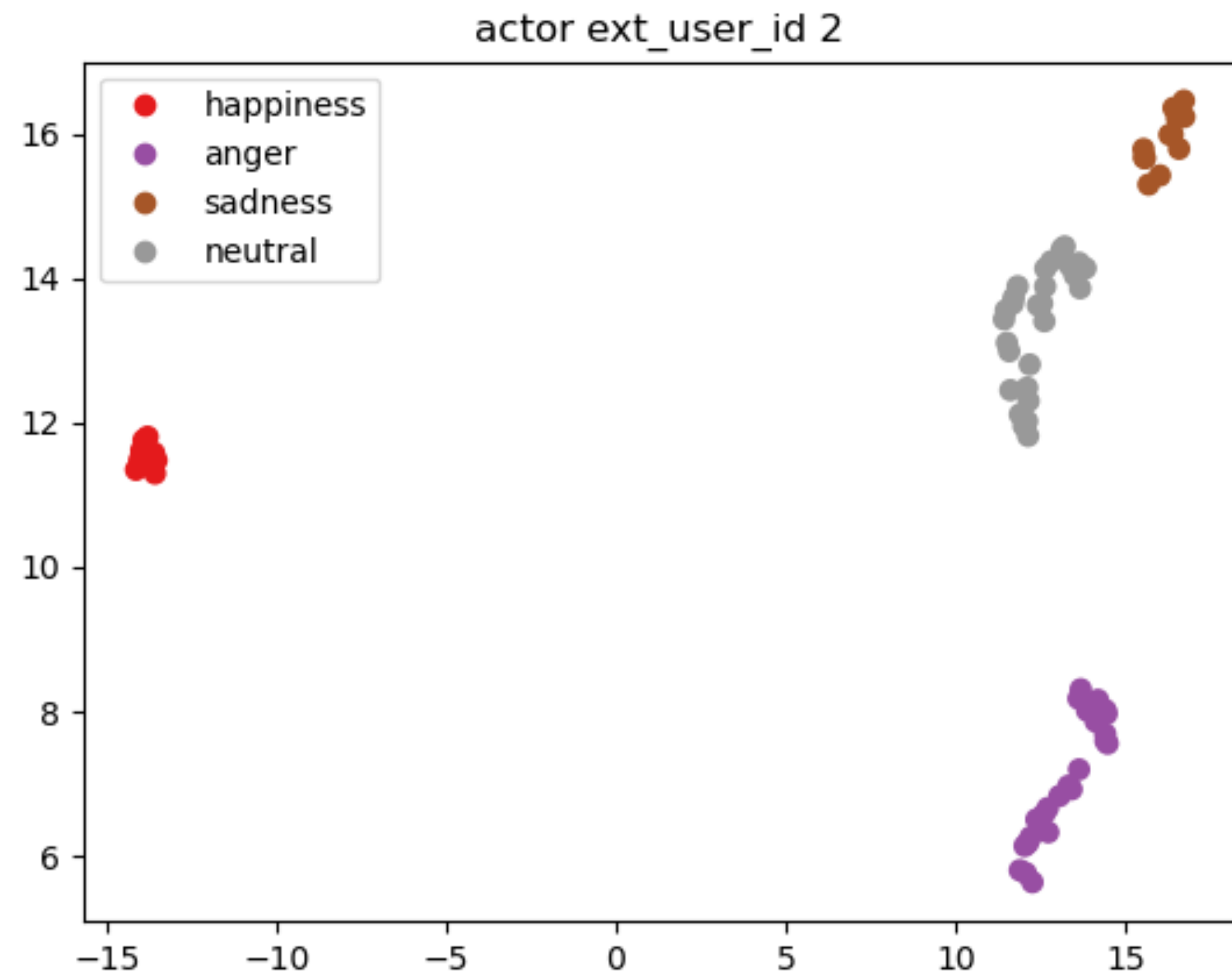
Pitch Patterns

# Step 0

Onboard yourself, add team. Record Voice ID's.

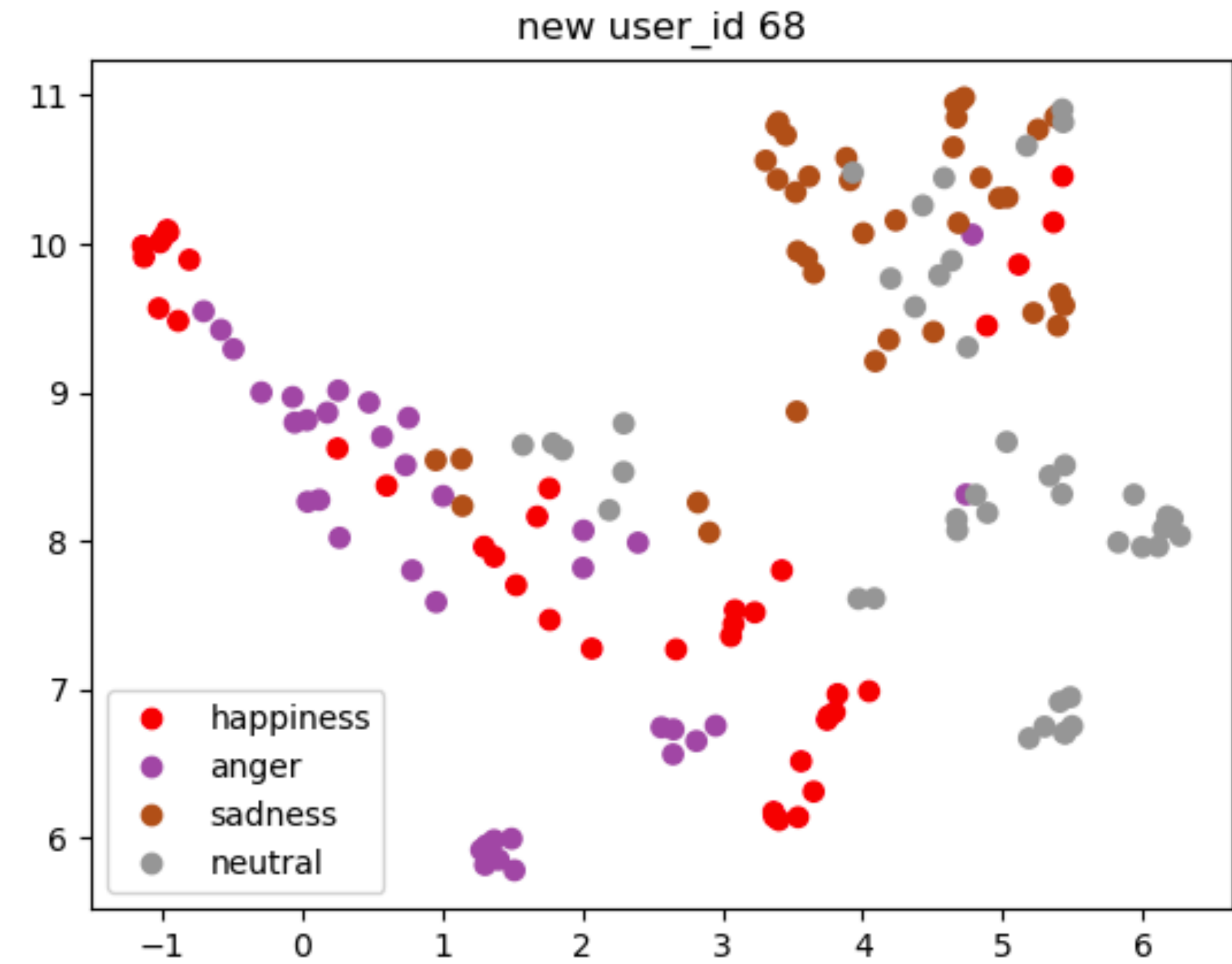
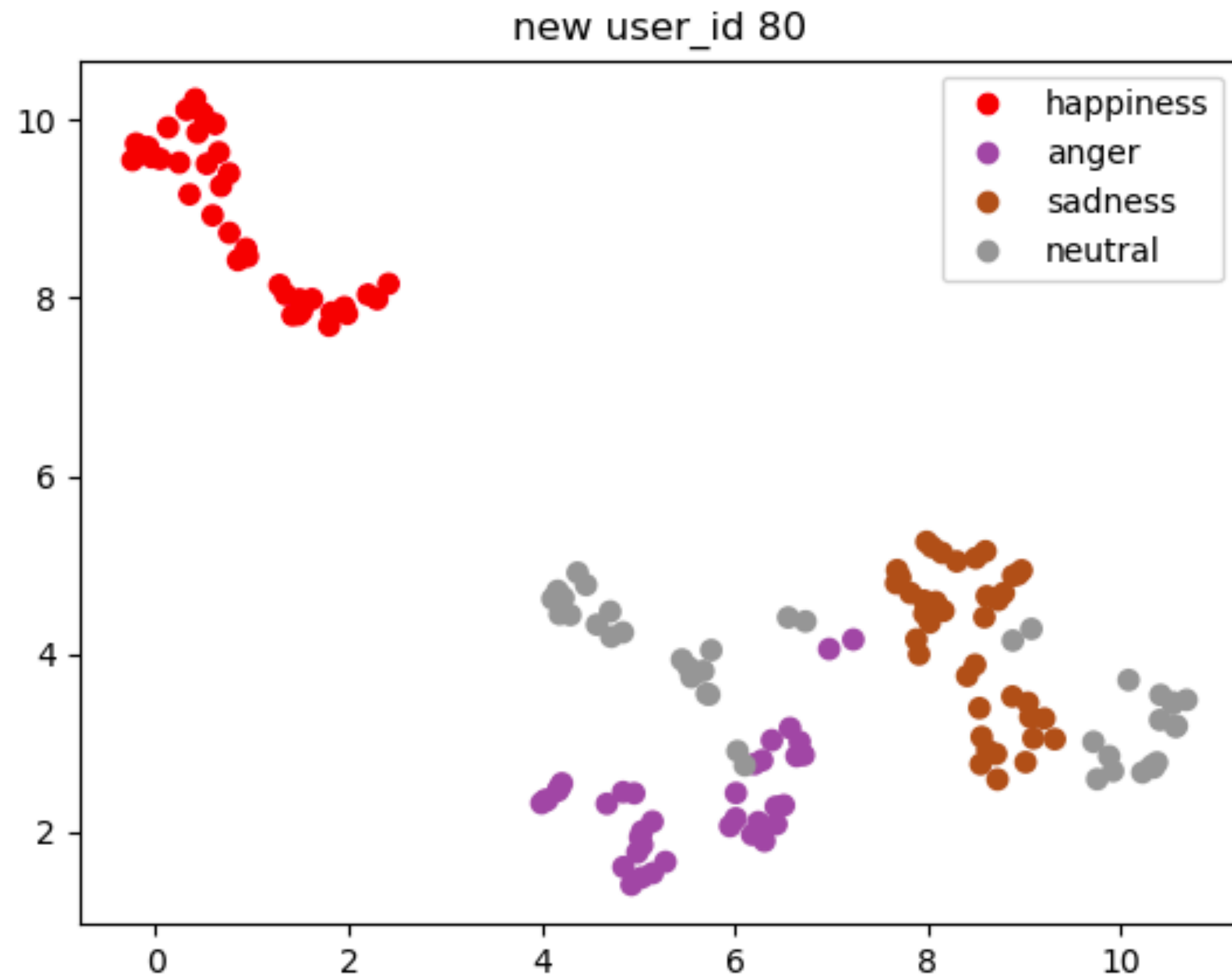
Connect  
call platform and CRM

# Emotional profiling of best sales-people for hiring



\* Each data point is 10sec of speech

# Emotional profiling of best sales-people for hiring



\* Each data point is 10sec of speech

# PROCESS 4 STEPS

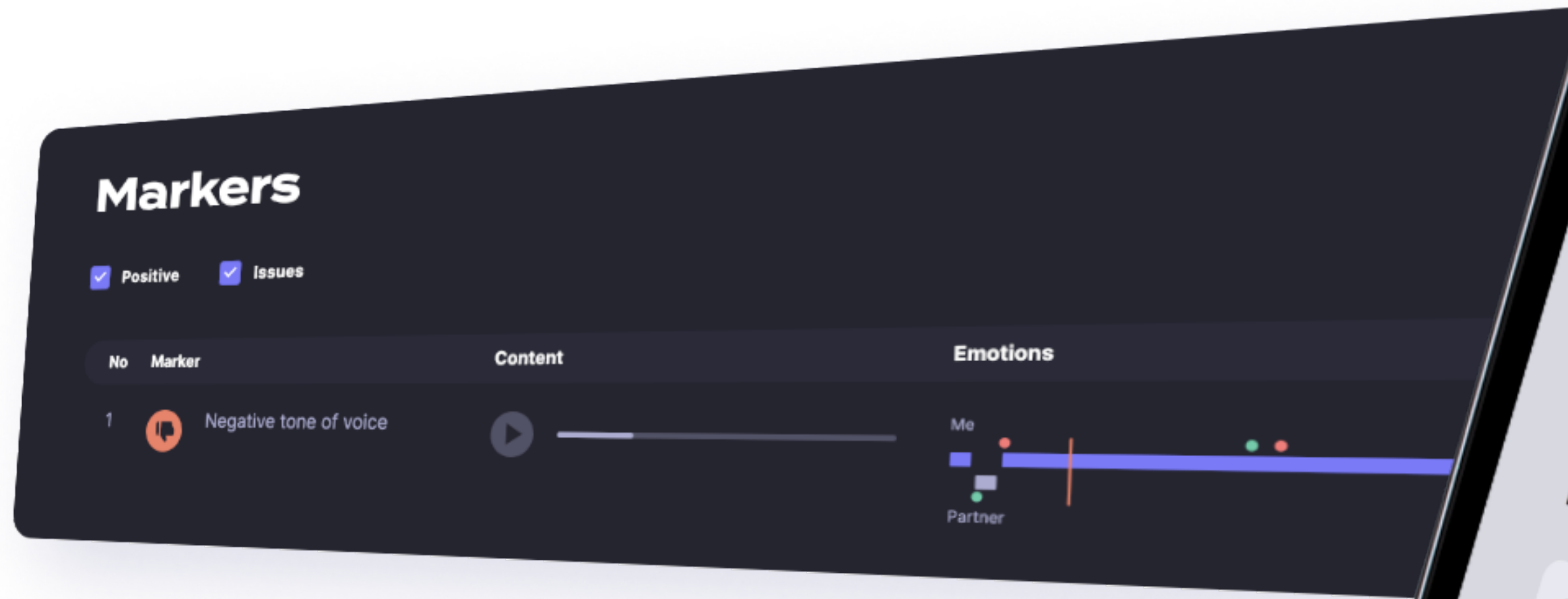


## Step **1**

Call. Create  
conversations.



# SEE CONVERSATIONS



## Markers

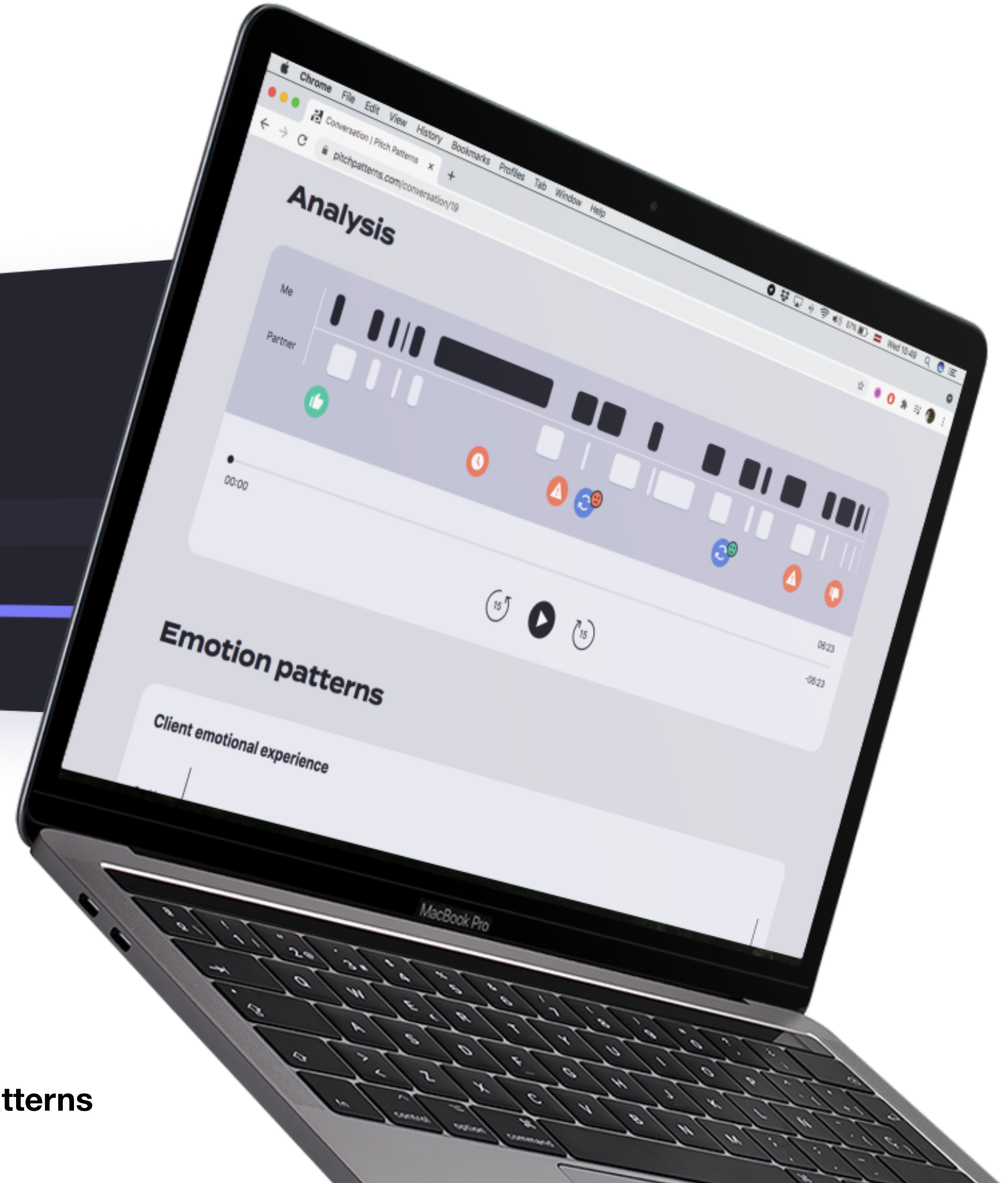
See issues automatically marked.  
Save time by knowing where to focus attention first.



## Meta analysis

See which emotional moments happened at what exact time moments.

## Pitch Patterns



# PROCESS

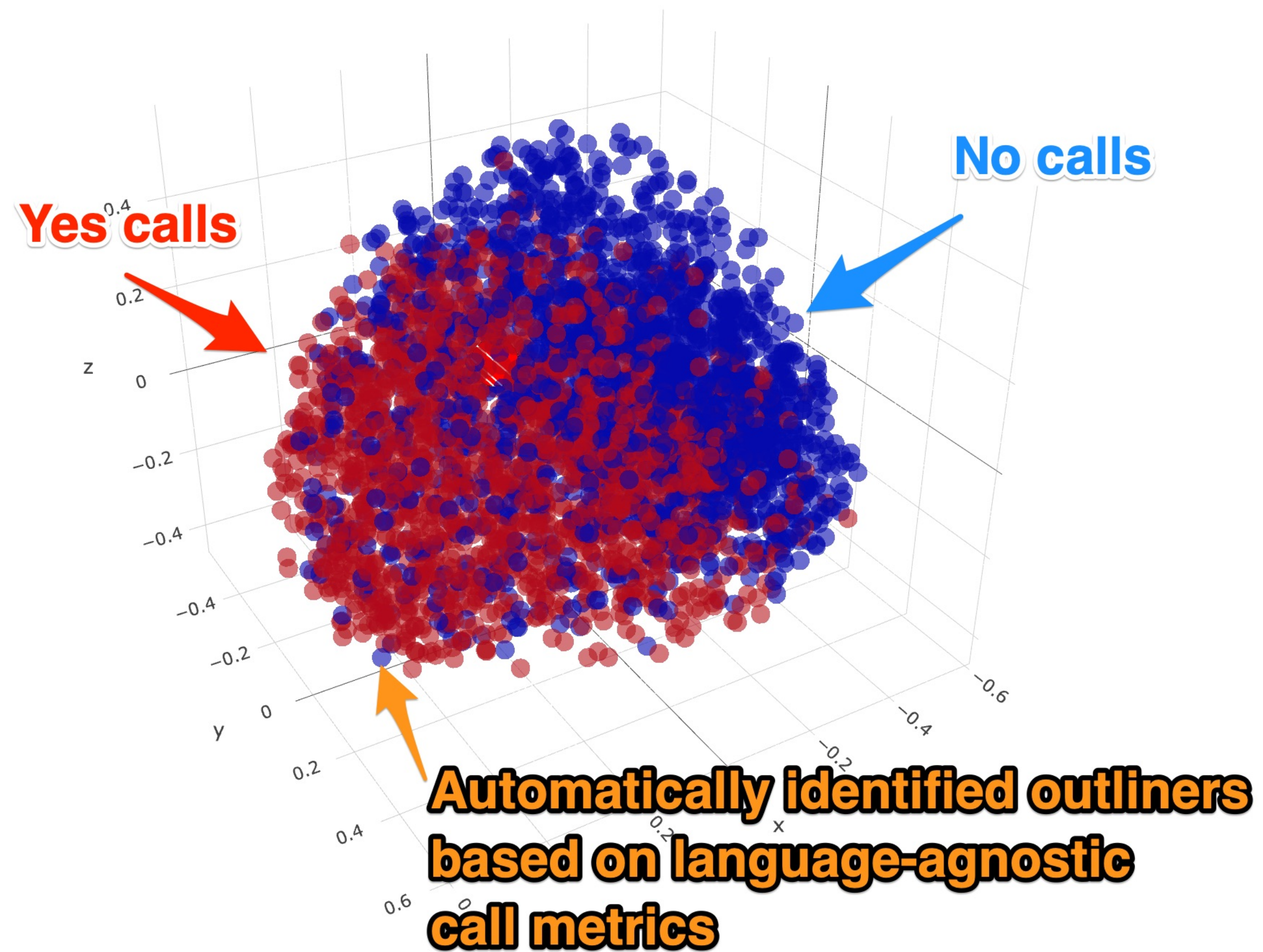
## 4 STEPS

# Step 2

Identify problems and opportunities for better pitch strategy.



# Instead of listening 1000 calls we automatically select top 10 which you should review

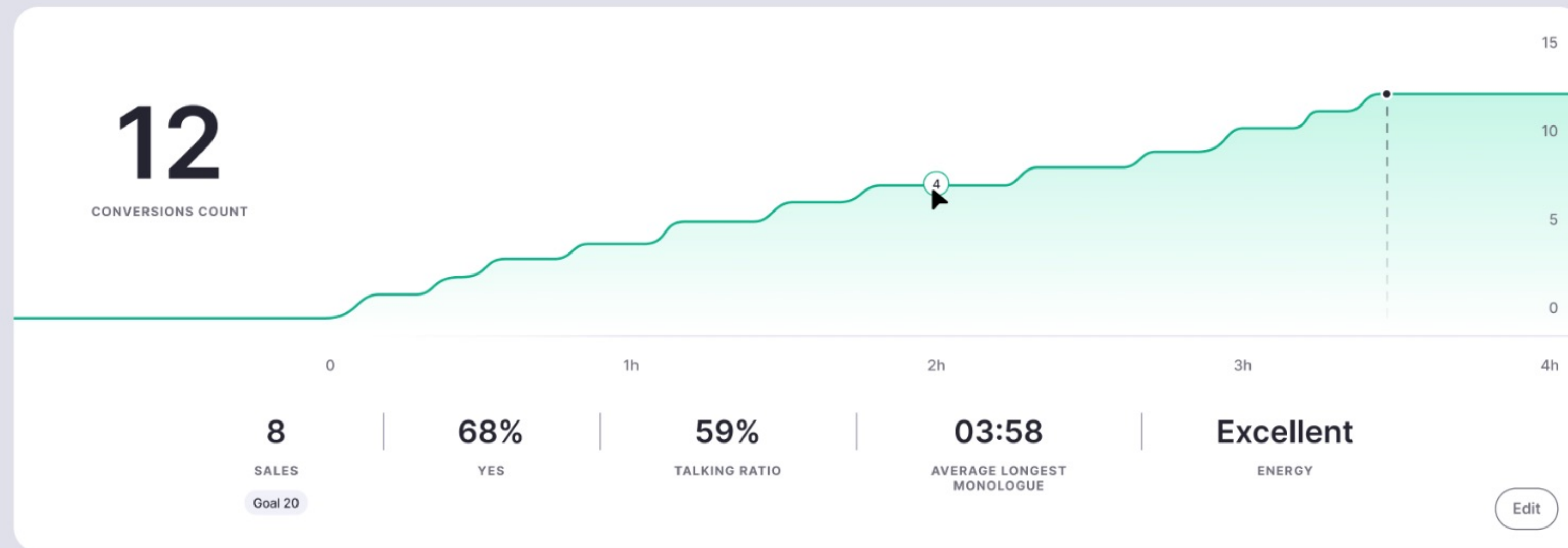


\* Each data point is a single call

Period  
Today

Agent  
Laura Ziediņa-Ozoliņa

Project



Manager Feedback

Laba saruna, bet jāpagaida kamer atbild klients. Ka veidojam pauzes?



**New Feedback** Jānis Ozols, ID23222

Open conversation

Flagged Call

This call might be important for learning. Please check it out



**New Feedback** Skynet, ID23224

Open conversation

# PROCESS

## 4 STEPS



### Step 3

Review individuals calls, do **tactical coaching**.

# Insurance group

Lenght

5m 6s

Date

02.07.2021

Note

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex e ...

Edit View

Open chat

Your request has been sent!



Talking ratio

Me

46%



Partner

54%

Goal 51%

Max monologue length

2:55

Goal: 3:00

Doing well

Positive emotion

Doing well

Positive emotion

Client emotion change

Chat

Search

Back to conversation list

Conversation name, client goes here

Today

Ariel Tabaks  
Sunt in culpa qui officia deserunt mollit anim id est laborum.

Ēvalds Urtāns  
Excepteur sint occaecat cupidatat non proident.

Ariel Tabaks  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et

14 February

Ēvalds Urtāns  
Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat?

Message...

Send

- Ariels Tabaks**  
Last conversation name goes here 1
- Ēvalds Urtāns**  
Last conversation name goes here
- Marta Holms**  
Last conversation name goes here 2
- Andris Egle**  
Last conversation name goes here 1
- Teodors Lapsa**  
Last conversation name goes here
- Una Runka**  
Last conversation name goes here
- Jānis Ozols**  
Last conversation name goes here
- Anna Bērziņa**  
Last conversation name goes here
- Rebeka Vītola**  
Last conversation name goes here
- Alīna Frīberga**  
Last conversation name goes here
- Linda Vilks**  
Last conversation name goes here
- Laura Oga**  
Last conversation name goes here
- Teovils Krustiņš**

# PROCESS 4 STEPS

## Step 4



Lead the process. Then see money lag behind.

# SEE TEAM'S PERFORMANCE

AGENT	CALLS	SPH	CLOSED SALES	TALKING	POSITIVITY	PATIENCE	TALKING PACE	PATIENCE
Robert A.								
James W.	35	3	21%	39%	41%	60%	145wpm	91%
Michael S.								



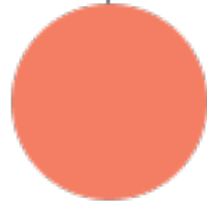
## Performance

Check the performance of the whole sales team at one glance.



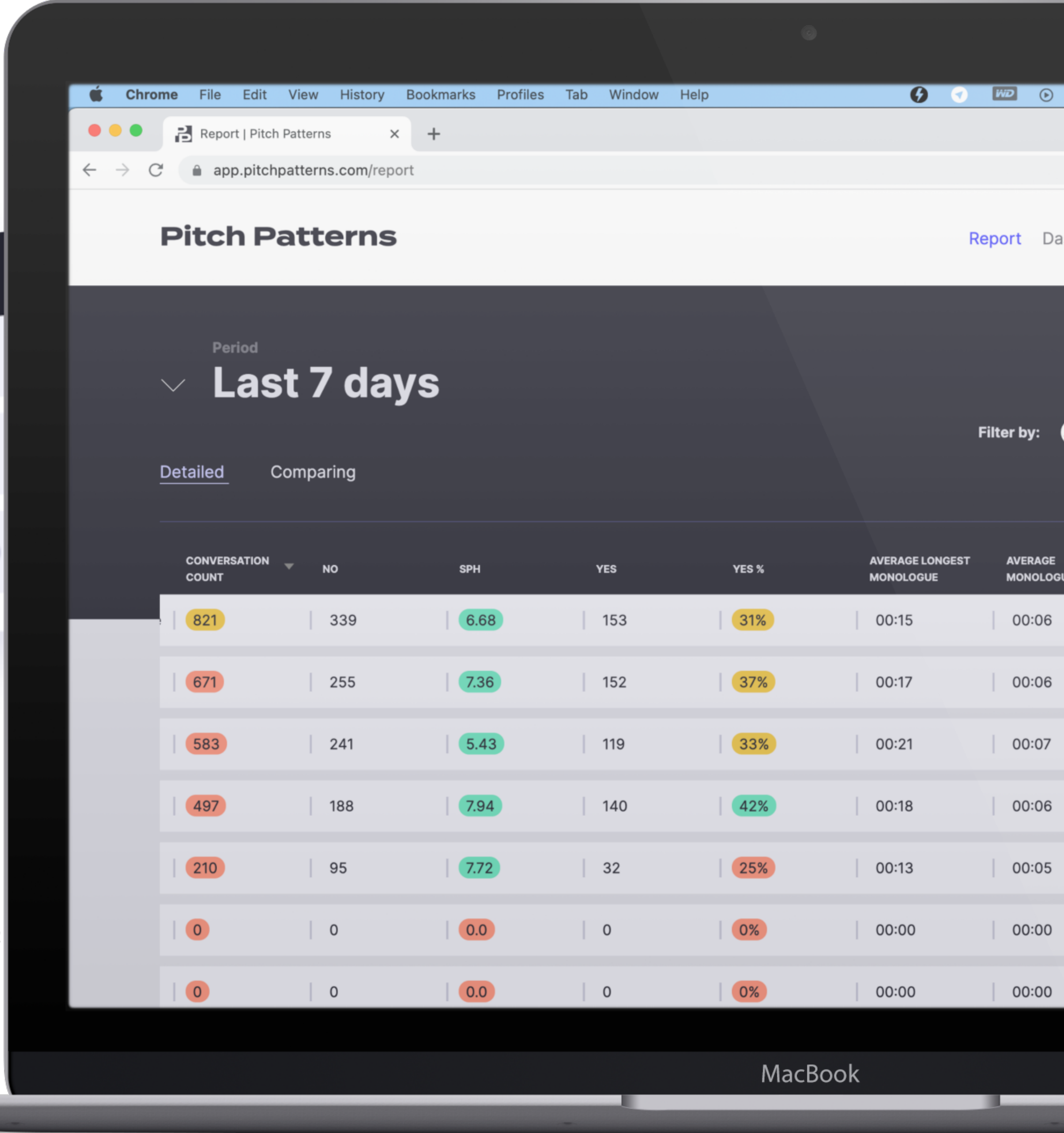
## Metrics

Check different type of key conversational metrics to find out what drives sales.



## Indicators

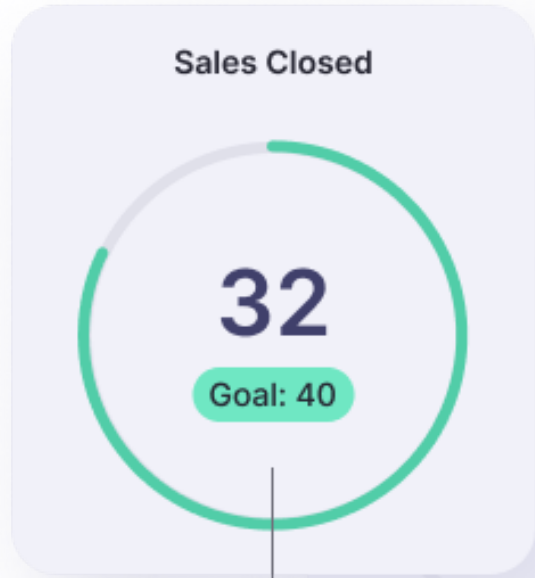
Track conversational metrics set against your desired goals.



Pitch Patterns

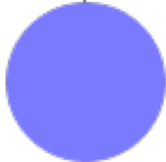
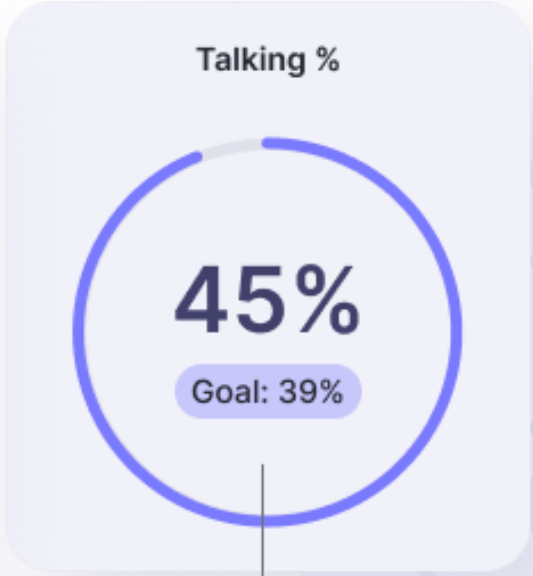


# SEE KPI'S



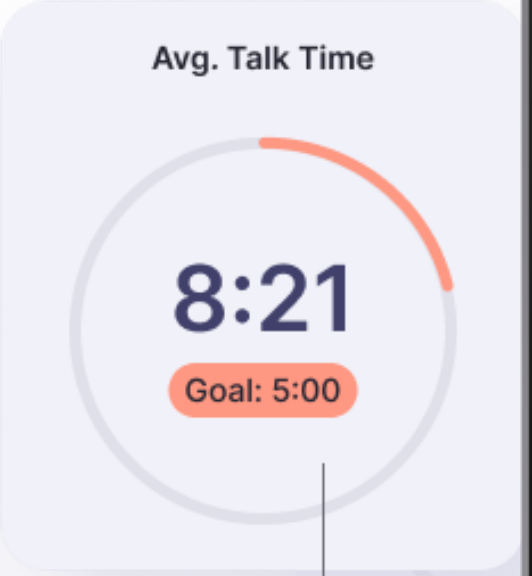
### Quick visibility

Follow your important KPIs in real time. Check all campaign statuses in easy to use dashboard for team leader.



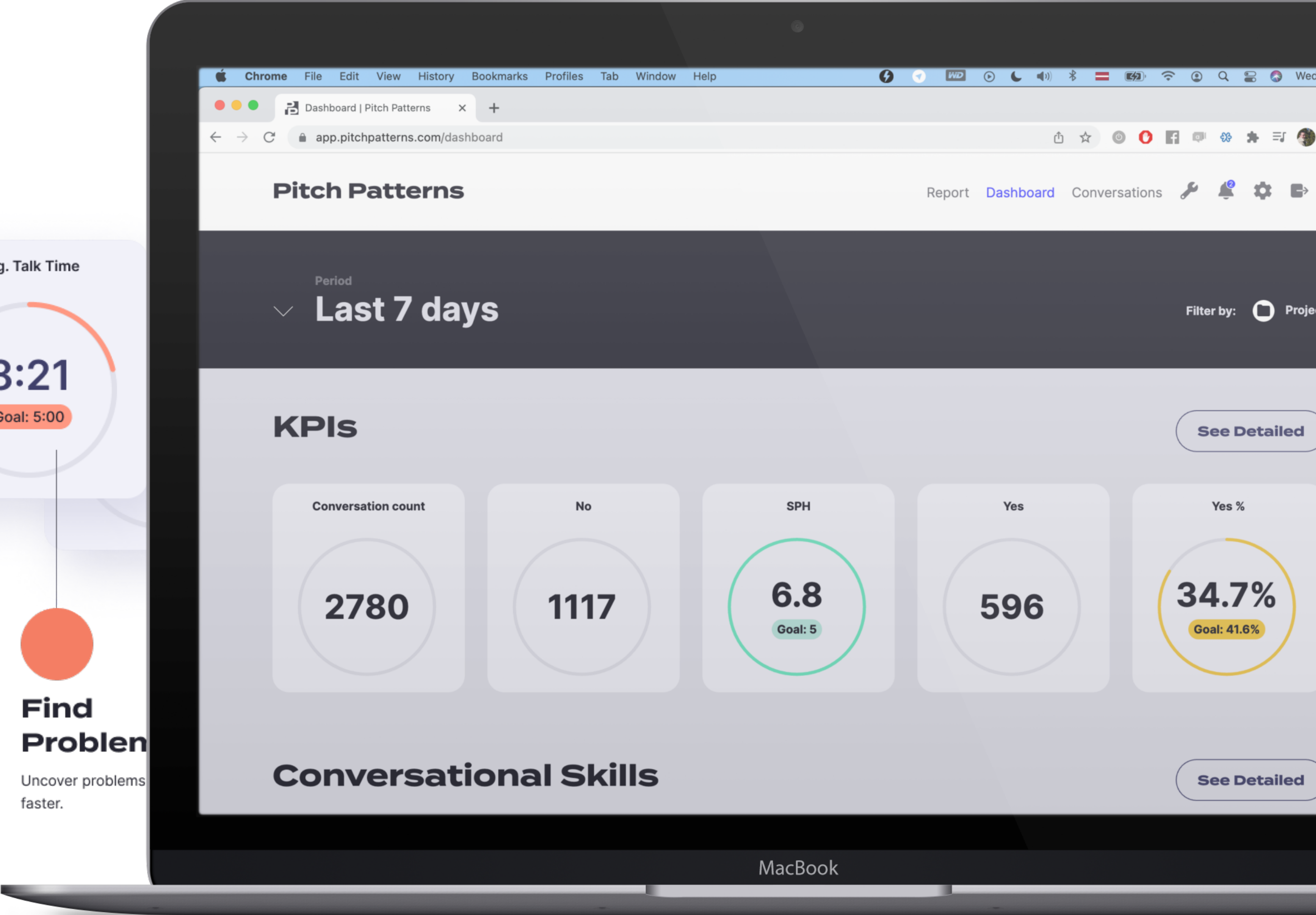
### Set Goals

An easy way to make sure each metric is relevant in achieving goals.



### Find Problem

Uncover problems faster.

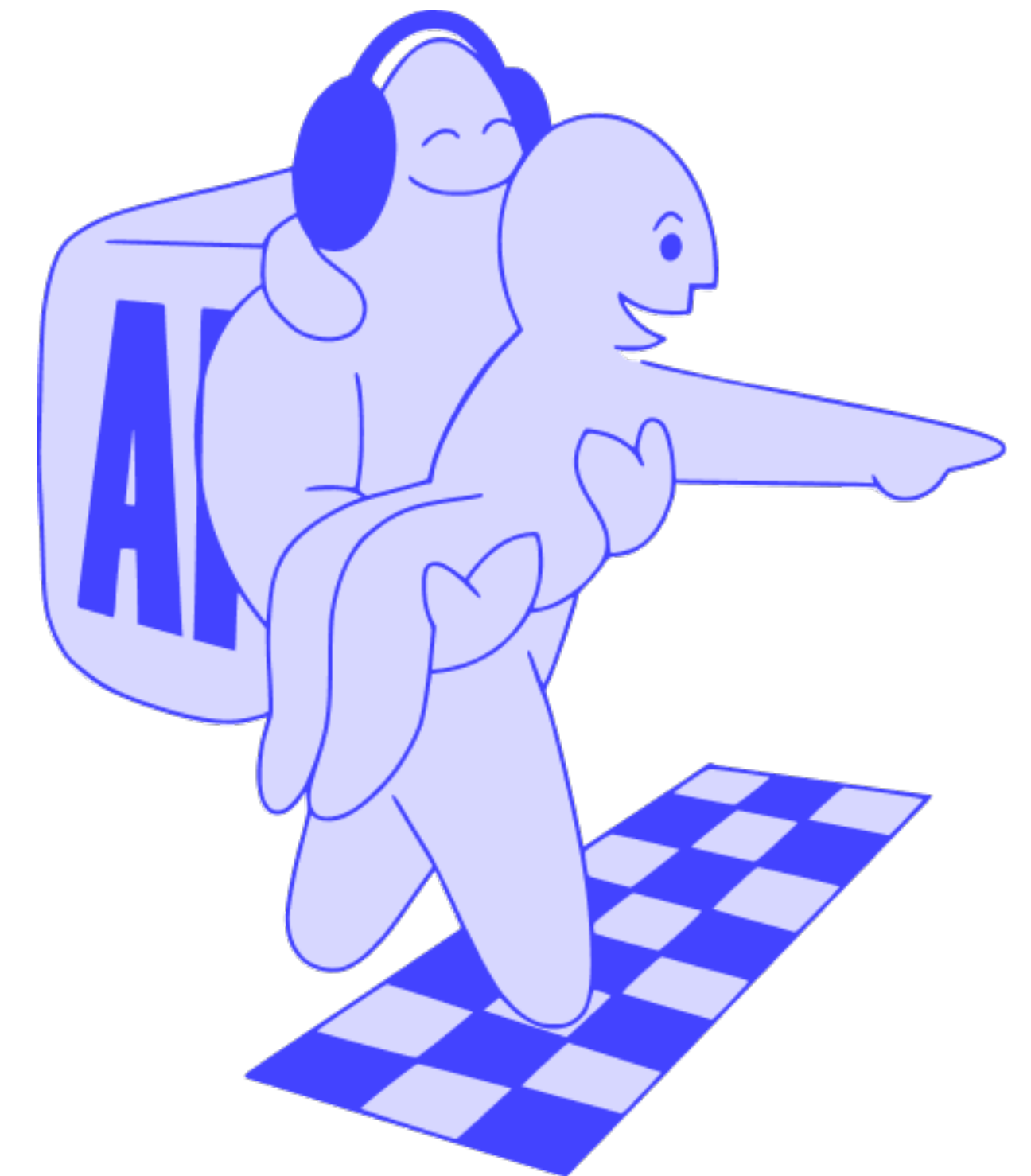


Pitch Patterns

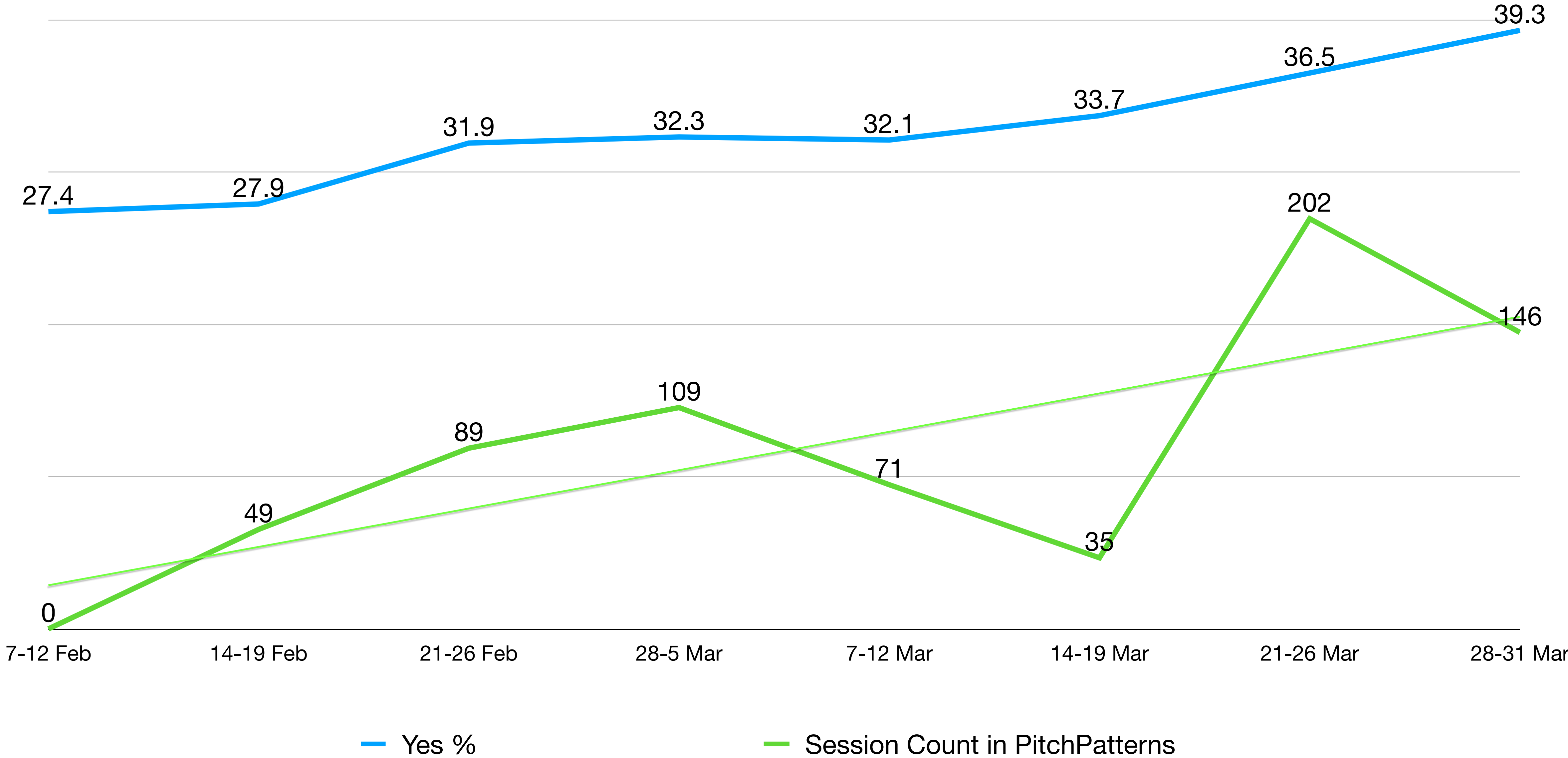
# Cost

**25 EUR / monthly  
per agent**

Replaces and enhances manual listening and coaching process that costs on average 20 EUR per hour



# 43% improvement in closed sales



**Our Technology**

**Language agnostic**

**Multiple layers of AI models**

**Tempo estimation**

**Voice diarization**

**Interest level detection**

**Emotional sync  
detection**

**Audio denoising**

**Emotion detection  
from audio**

**Emotion detection  
from video**

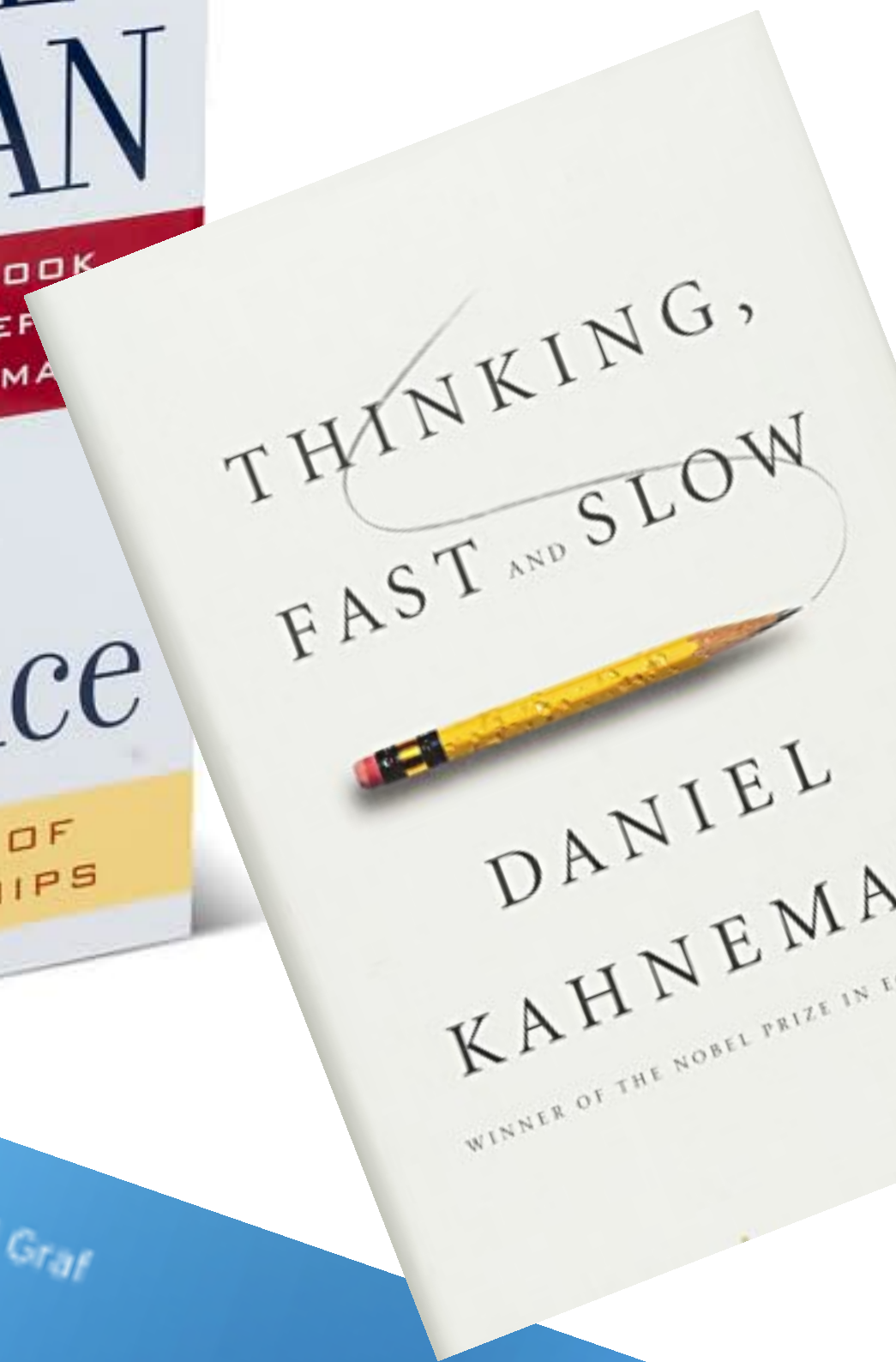
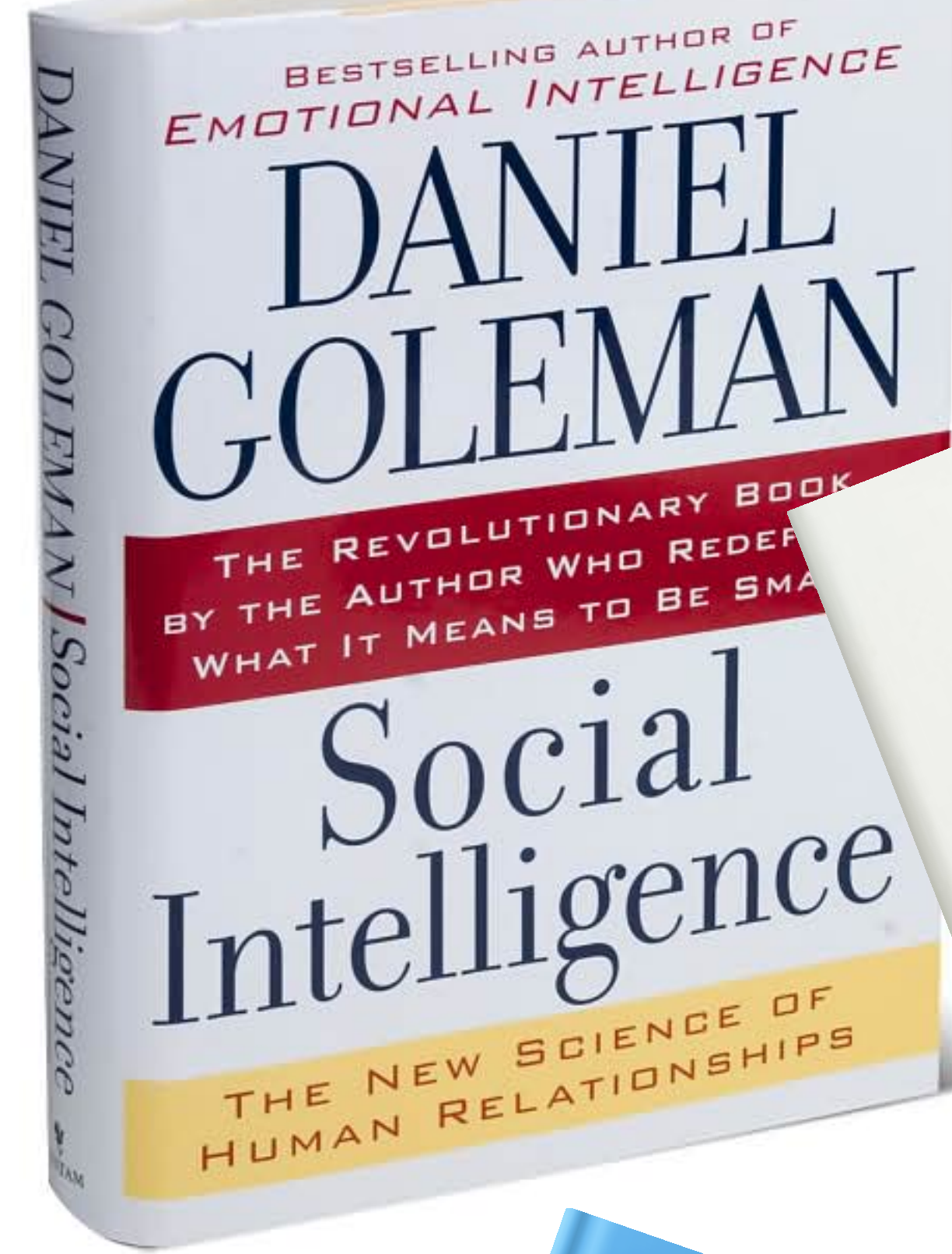
**More models in the future**

**Pitch Patterns**



# SCIENCE

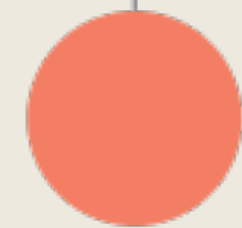
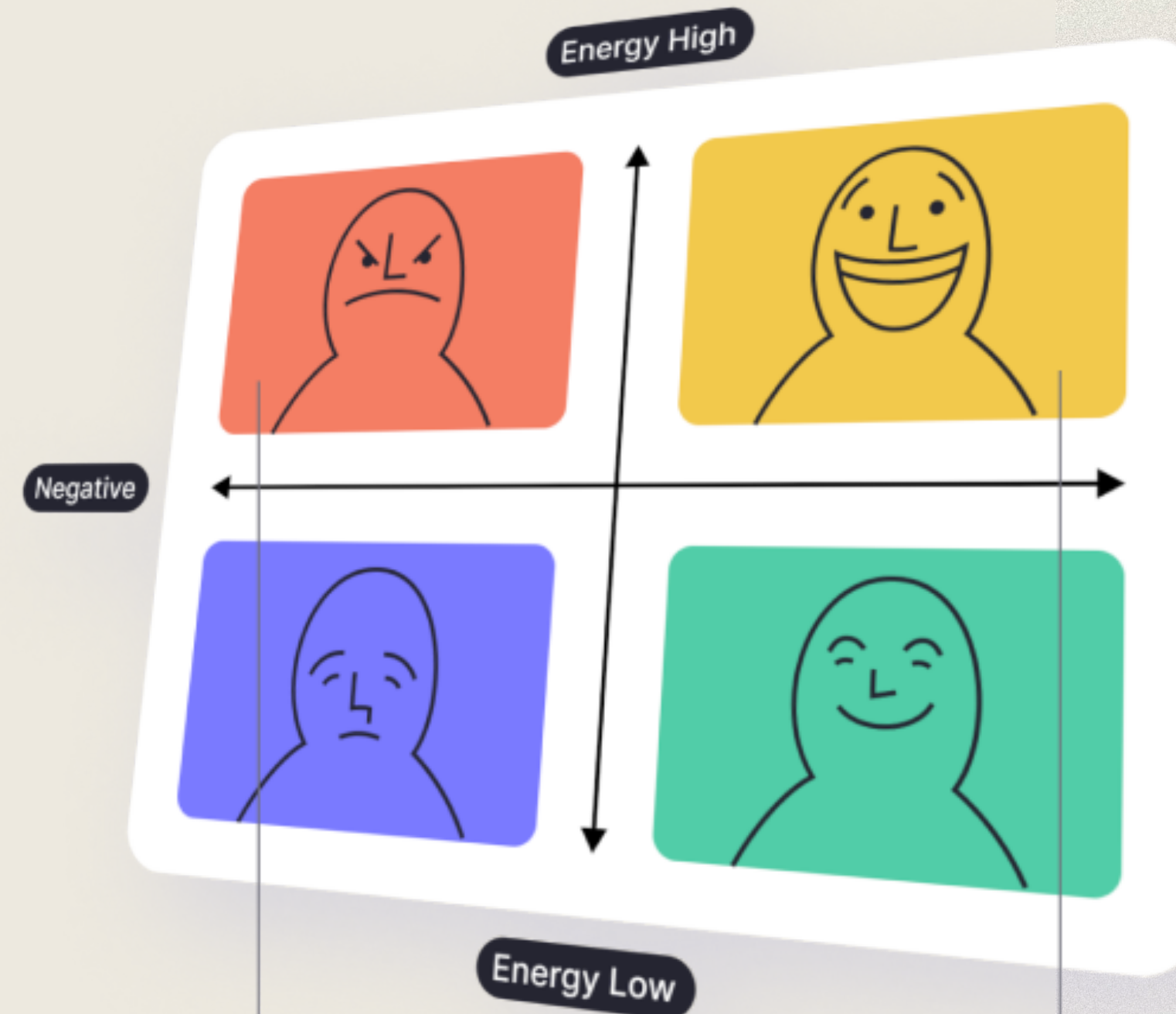
**Positive emotions play a core role in trust building, decision making.**



Pitch Patterns

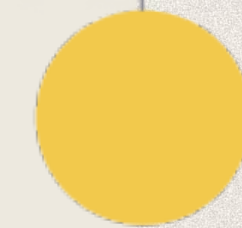
# PATTERNS OF EMOTIONAL DYNAMICS.

One of the key problems to determining which emotion is expressed during a conversation is the subjectiveness of how people read emotions. We overcome this by using a simple Positive Activation – Negative Activation (PANA) model that focuses on actionable metrics such as energy (strong or weak) and how the emotional expression feels (positive or negative).



## Creates Tension

Negative emotions like dominance can create lack of trust.



## Increases Connection

Upbeat emotions and humor promotes trust and decision making.

Pitch Patterns



# Team

**11 AI & ML Researchers  
(PhD., Sc.)**

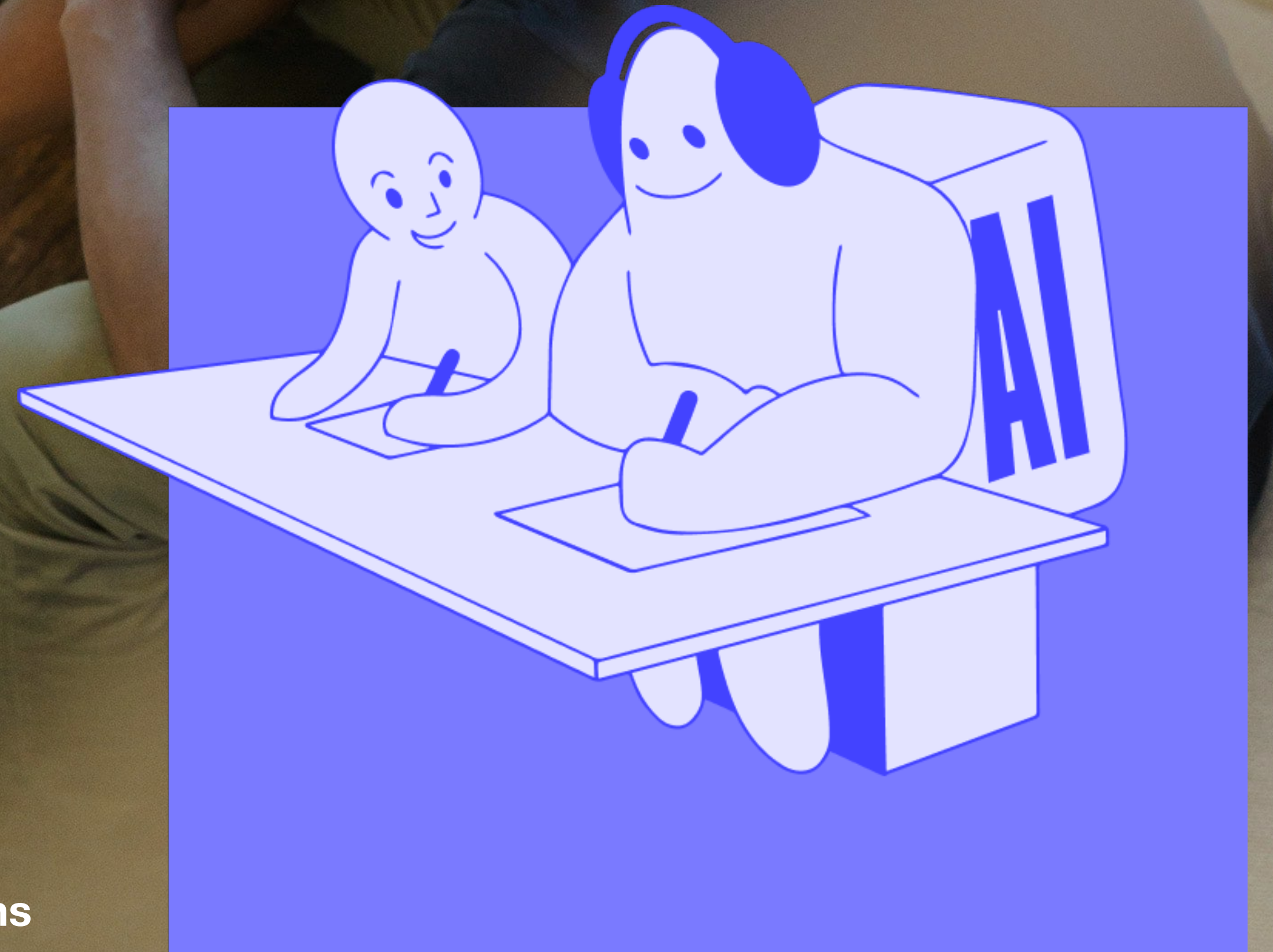
**3 product managers and  
designers**

**2 advisors in psychology,  
sales coaching**

**Pitch Patterns**

[info@pitchpatterns.com](mailto:info@pitchpatterns.com)

CALL.  
SEE.  
IMPROVE.



Pitch Patterns