

Pitch Patterns



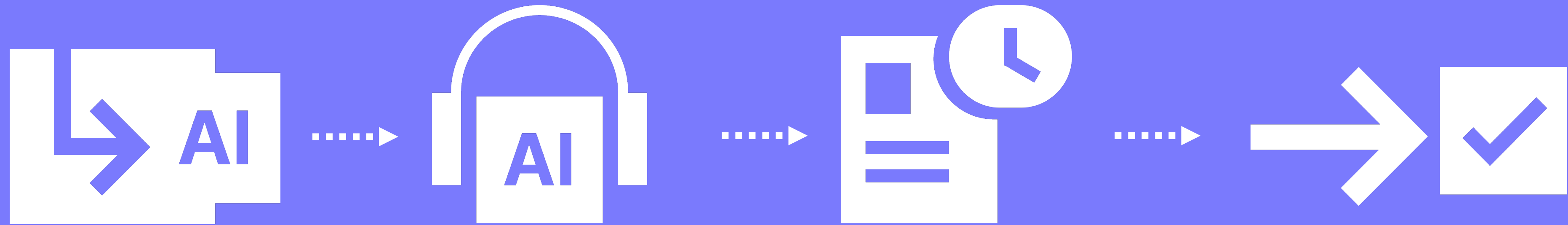
See conversations



Manual process



Automated process



Video or audio call linked with CRM automatically

All recordings listened automatically

Calls flagged, reports generated automatically.
Time saved.

Measurable process *improved conversion rates.*

Tracking soft-skills

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.

CONVERSATION COUNT	NO	SPH	YES	YES %	AVERAGE LONGEST MONOLOGUE	AVERAGE MONOLOGUE
821	339	6.68	153	31%	00:15	00:06
671	255	7.36	152	37%	00:17	00:06
583	241	5.43	119	33%	00:21	00:07
497	188	7.94	140	42%	00:18	00:06
210	95	7.72	32	25%	00:13	00:05
0	0	0.0	0	0%	00:00	00:00
0	0	0.0	0	0%	00:00	00:00

MacBook

Tracking hard-skills

Markers

Positive Issues

No	Marker	Content	Emotions
1	Negative tone of voice		



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.

Analysis

2:32

Markers:

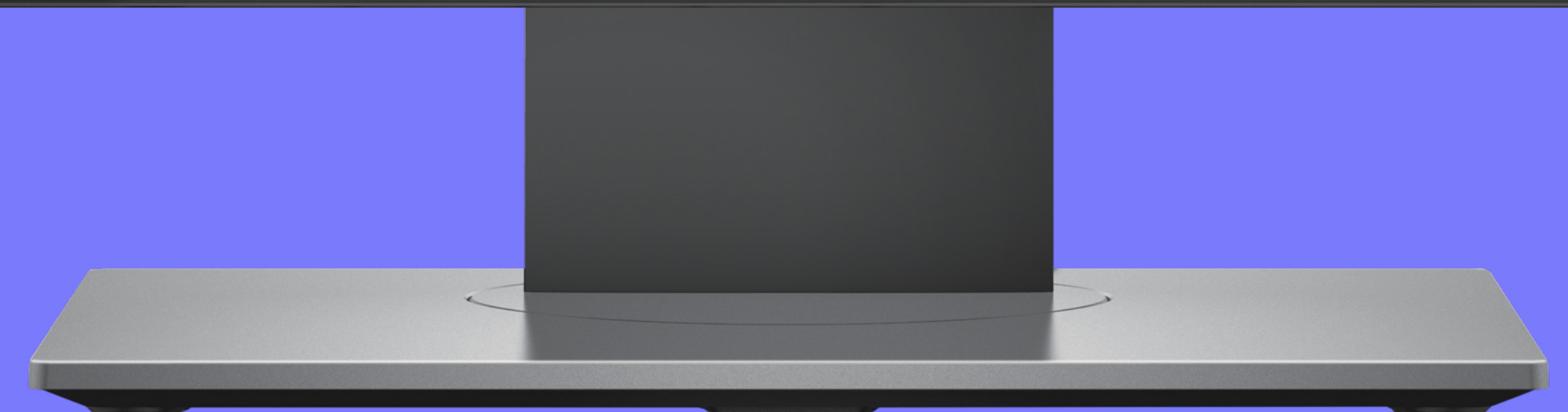
Agent:

Client:

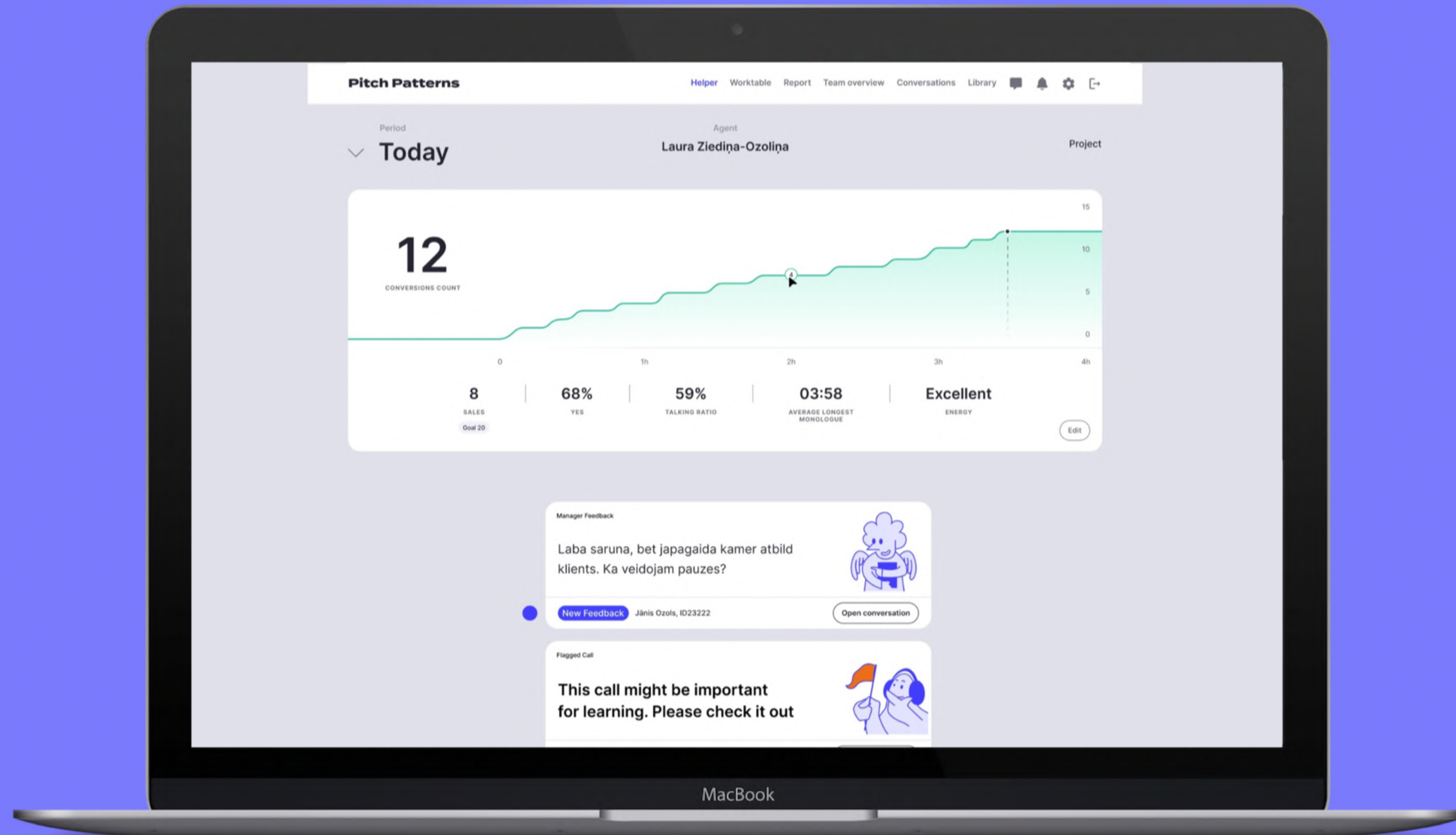
Topics:

Topics

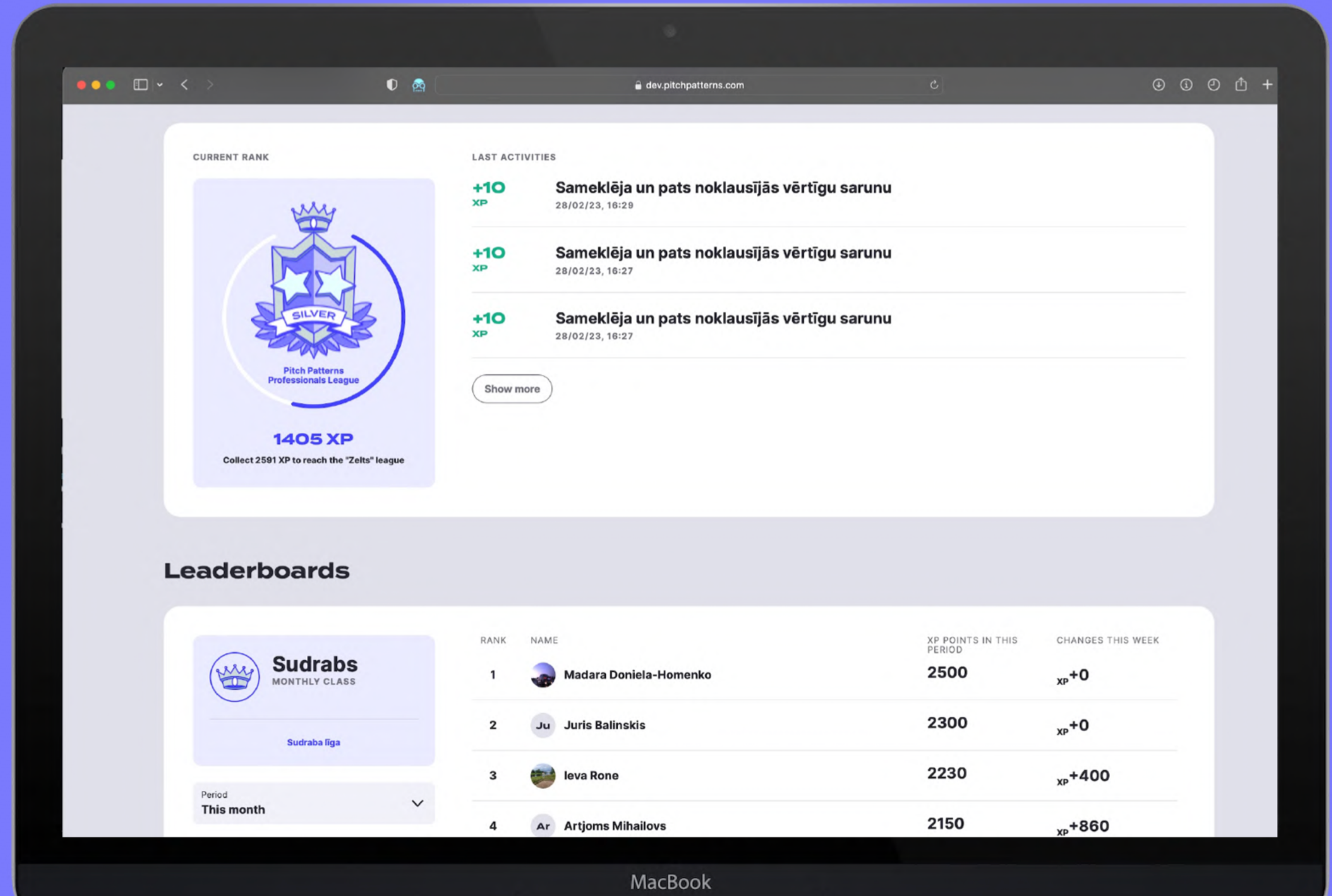
Agent	Client	Summary
41% Pricing	25% Pricing	80% Pricing
26% Features	48% Features	50% Features
16% Introduction	17% Introduction	25% Introduction



Flag problematic calls



Leaderboards system for motivation



Our clients



Benefits for the client, monthly (Oracle)

Before:

Call center: 50 agents

Manual quality control systems like QEval: $30 \text{ EUR} * 50 = 1500 \text{ EUR}$

2 x Full-time quality insurance personnel, bruto: $4000 \text{ EUR} * 2 = 8000 \text{ EUR}$

Conversion rate for B2C upsell calls: 5%

Upsell deal size: $500 \text{ EUR} * 50 * 10 * 0.05 = 12500 \text{ EUR}$

After:

Call center: 50 agents

pitchpatterns.com : $60 \text{ EUR} * 50 = 3000 \text{ EUR}$

OCI server GPU server costs: 1000 EUR

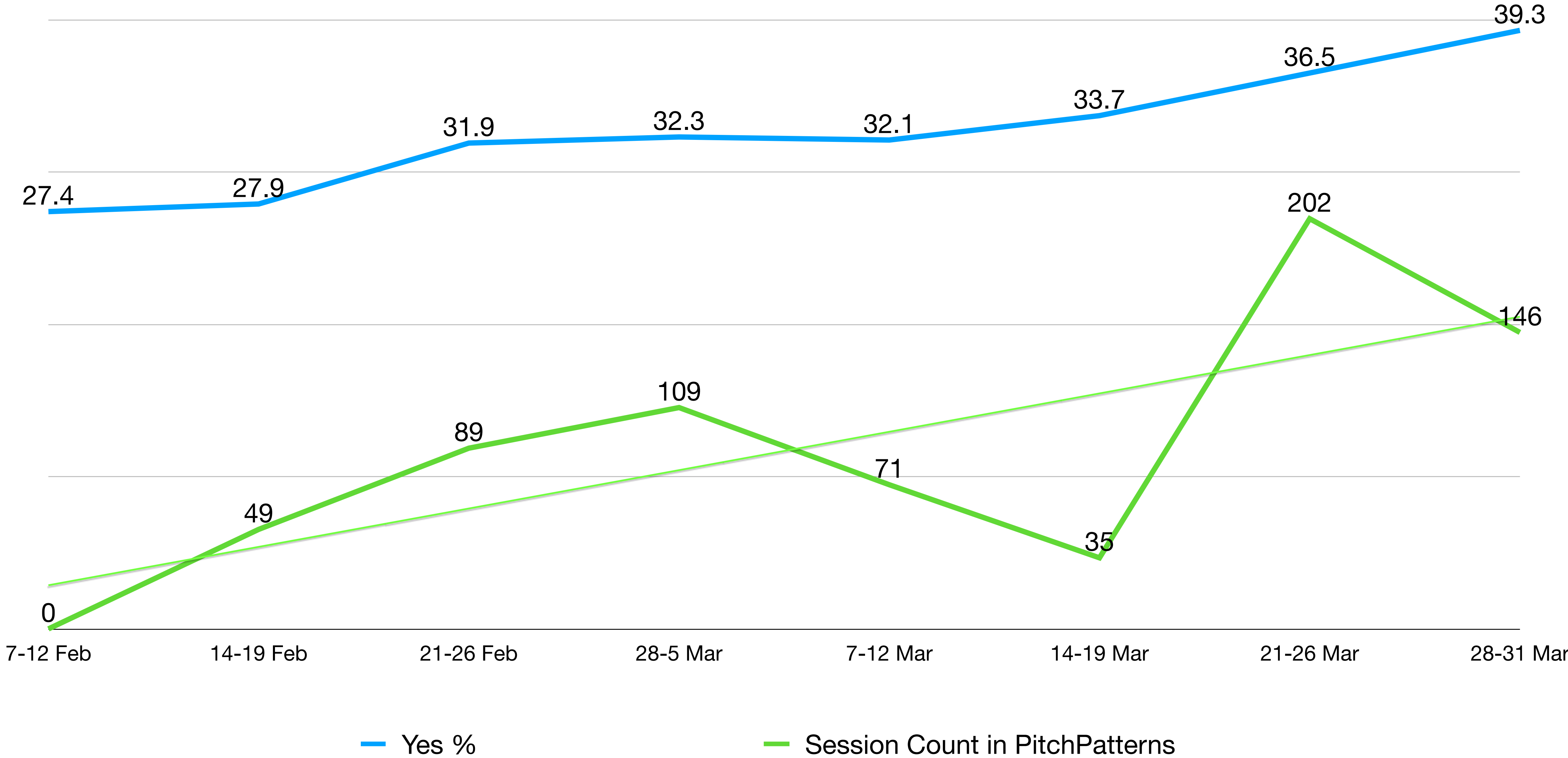
1 x Full-time quality insurance personnel, bruto: $4000 \text{ EUR} * 1 = 4000 \text{ EUR}$

Conversion rate for B2C upsell calls: 15%

Upsell deal size: $500 \text{ EUR} * 50 * 10 * 0.15 = 37500 \text{ EUR}$

Improvement, monthly: $45500 - 22000 = 23500 \text{ EUR (200\%)}$

43% improvement in closed sales



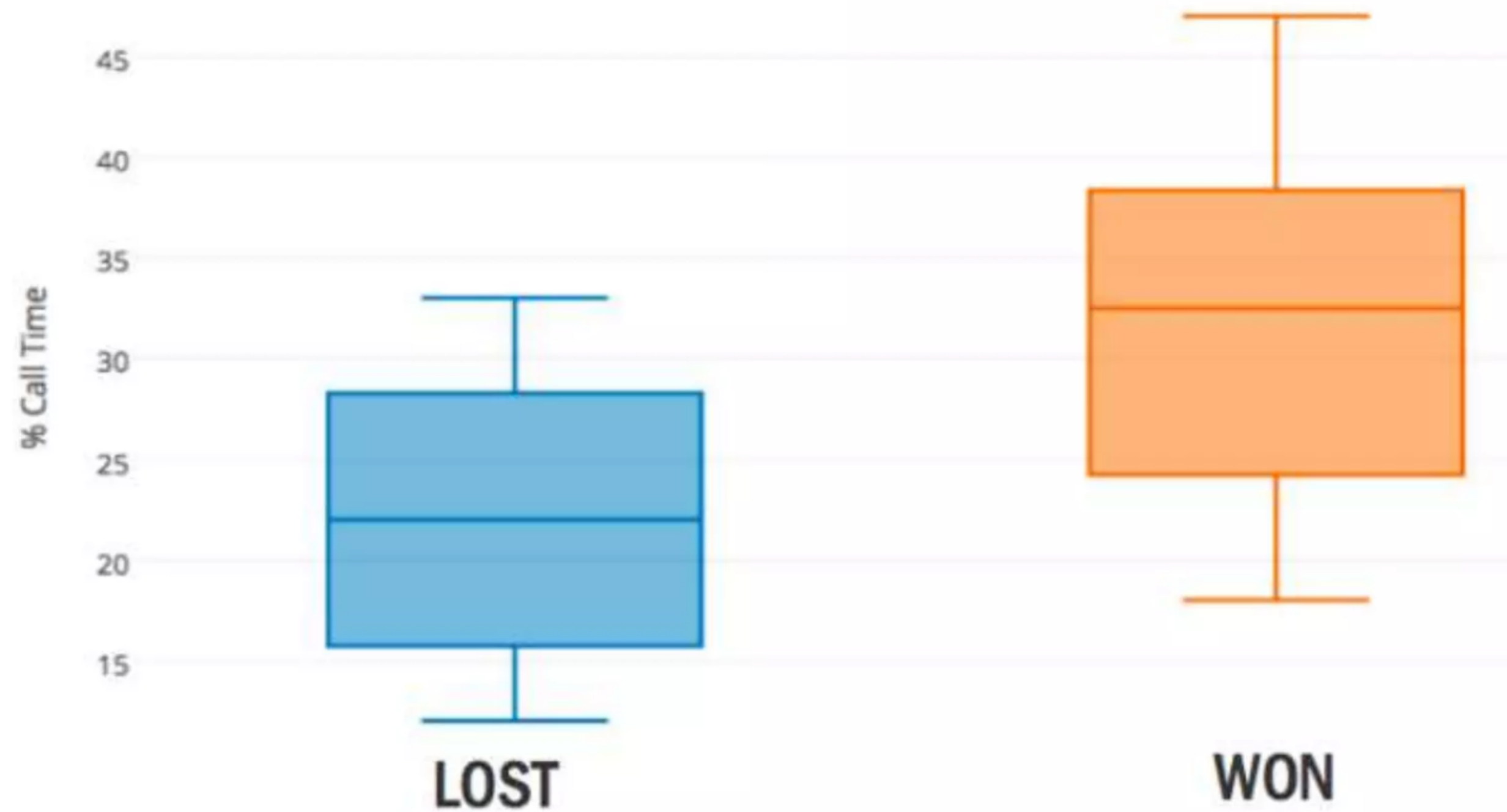
Case study #1

The debt collector company discovered that it is possible to increase the Inkasso conversion rate by **17%** by applying the following strategies:

1. Start the conversation with kind words and official greeting "**Mr Urtans, how are you doing**".
2. Ensure that the client himself says what and when the "**next action**" or "**next payment**" will be.
3. **Use empathy in voice**, if client is sad then agent should also adapt.
4. If the client says he has "**no time**" 24% more likely to pay the debt, those who have time to talk are less likely to pay the debt.

Case study #1

Win/Loss by Prospect Talk %



*“Increasing the prospect’s talk time from **22%** to **33%** significantly boosts opportunity win rates”*

Case study #1

Ask the right *amount* of questions



Case study #2

The customer service company (Locksmith) discovered that it is possible to increase the conversion rate by **5%** by applying the following strategies:

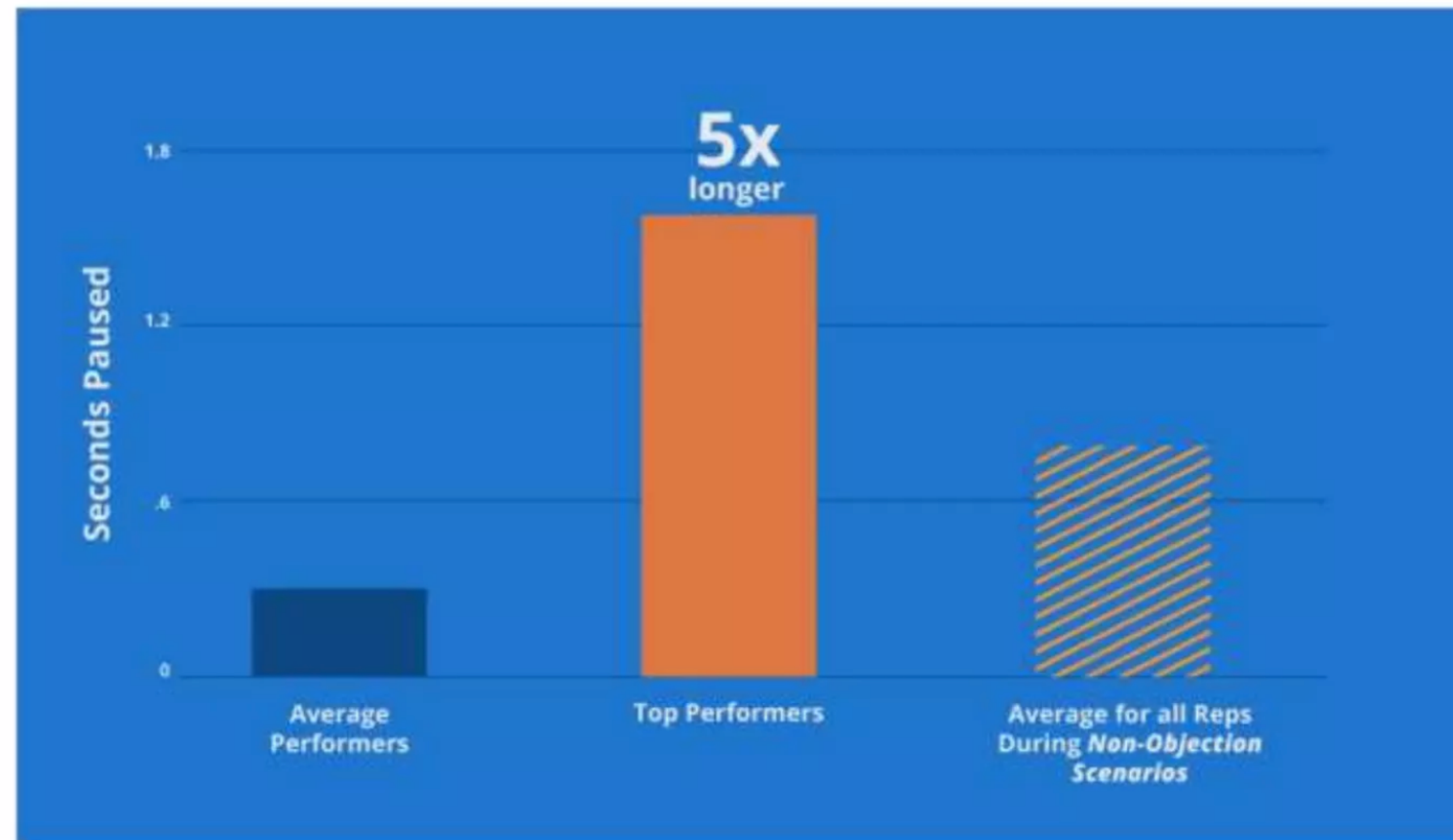
1. It is more likely to close the deal if the agent gives “**educational advice**” or “**consultation**” about materials, methods, etc. rather than give price straight away
2. More likely to close deal if prolong conversation and **delay pricing topic**.
3. If you client is objecting the price, ask for the **budget** and, if possible, offer a discount.
4. If cancelation, then **ask for reason**, in 3% cases using questions possible to win back deal
5. It is more likely to close deal when **using empathy in voice**, if client is sad then agent also should adapt.
6. It is more likely to close deal when using **words of comfort**.

Case study #2



Case study #2

Successful reps “pause” 5x longer after objections



Integrations with video and telephony services



+ 10 more integrations...

Integrations with CRMs



pipedrive[™]

HubSpot

 **monday.com**

+ 10 more integrations...

Pitch Patterns

POSITIVE CALLS



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