

SalesConnector.com Sales Agent report

Pitchpatterns.com is a platform for overseeing all sales or customer service calls, automatically identifying problems, self-learning platform for agents. It analyzes sales and customer service calls, detect emotion tone of voice, biometric verification, content, and automatically detect problematic calls. Instead of listening calls randomly from 10k we give top 10 to listen and improve. Customers are call centers and independent sales teams that start with 10 agents. Currently it uses direct sales and referrals as sales channels for our product, but soon it will also have scalable inbound sales to pitchpatterns.com. The market is ready with trillion-dollar companies like gong, jiminy, cogitocorp, but we have a unique advantage for a multilingual European market. Subscription based model starting from 35 EUR/mon. per agent.

Competitors in USA

Currently there have been identified a number of competitors that validates market opportunity and that can be used to further develop sales strategy in USA.

1. <https://www.gong.io>
2. <https://www.trywingman.com>
3. <https://cogitocorp.com>
4. <https://www.jiminny.com>
5. <https://fireflies.ai>
6. <https://observe.ai>
7. <https://cresta.com/>
8. <https://explore.zoom.us/en/conversational-intelligence/>
9. <http://syml.ai/#welcome>
10. <https://salesken.ai>
11. <https://grain.com/>
12. <https://tethr.com>

Strategy

Customer qualification guidelines listed below.

Pre-contact qualification:

- Team of more than 10 people
- where all are not technical staff or smth very specific (check linkedin employees or about us page employees if there)
Are they actively hiring sales reps?
- if they are, they devote time to at least onboarding people
Has finalized recent round of funding (has resources)

Find companies in accelerators, scale-up articles, etc. (innovation driven companies)

Check website for some customer support system in place

Post-contact qualification:

What is the sales & customer support team size?

- more than 5 and have a dedicated manager for the team
- in-coming vs out-going calls
 - Do you listen to your sales conversations?
 - Is there a learning culture / habits in place?
- Who is the person coaching and improving the sales process?
- Is there an in-house or outsourced coach?
- NOT: formal onboarding and go work
- YES: Ongoing development training
 - KPIs to improve for the team in place

What is our ideal customer?

General questions:

What do we need for customers to use the system?

- CRM - to track sales performance, clients etc - status of KPI's
- Call recording system
- Size of the team - larger than 4 with clear roles and responsibilities (there is a leader/trainer)

What do we need for customers to gain value while using the system? What processes and behaviors are we looking for?

- Well established coaching system and devoted time for coaching
- Have a manager/coach to listen to conversations and reflecting or giving feedback
- Companies that are open-minded to innovation (not conservative)
- Have a budget for innovation
- Motivation of the company - do they want to drive sales and get more revenue? What is their business model?
- Is there a pain in coaching or sales analysis?
- Too many different systems - recording, CRM, coaching, analysis

Values of existing clients:

- What are they paying for?

Type of sales:

- Cold calling - many calls, many agents, fast onboarding of new sales reps
- B2C or B2B conversations?
- Corporate sales - several meetings, build relationships
- Service and product support - monitor agents

Coaching process:

- Is there someone listening back to conversations?
- Who is the person coaching and improving the sales process?
- Is there an in-house or outsourced coach?

We also advice to apply “The circles of marketing” (<https://seths.blog/2012/07/the-circles-of-marketing/>)

Target customer roles:

- SALES ENABLEMENT OFFICER
- BUSINESS DEVELOPMENT OFFICER,
- BUSINESS DEV
- CHIEF SALES OFFICER
- CHIEF PRODUCT OFFICER
- CHIEF REVENUE OFFICER
- PRODUCT MANAGER
- CHIEF EXECUTIVE OFFICER
- SALES MANAGER
- SALES TRAINER, COACH

KEY PAINS:

- REMAIN FOCUSED and KEEP SALES TEAM MOTIVATED and ACCOUNTABLE. SKILL AND WILL
implement systems to increase profits, whilst maintaining a transparent and results orientated hybrid working culture.
- COMPANY IS GROWING FAST - Requirement to train new employees and get them up to speed as quickly as possible (Forming, Storming, Norming, Performing). TRAIN hard and soft skills.
- HIGH TURNOVER OF STAFF. Striving for healthy / well balanced culture for his healthy and well balanced people. He encourages teams and talent within his company to meet in person and work where they feel best.
He understands his health is number one priority but feels pressure from investors and CEO, hence sometimes struggles to find the time for hobbies and general well-being. He often gets pressure from his wife that they are not spending much time as a family.
Not sure how to test different ideas and measure results....can we split test ideas. Need to not just work on intuition.

KEY PRIZE

- TIME freed up to MICRO COACH rather than Manage
System to understand what is going right (and wrong) + ability to split test (A/B) Product demo scripts, topics
Healthy competition between agents - STRAVA for sales

KEY OBJECTIONS

- How reliable is product - is it bullet proof - we want to go with the market leader (gong)?
- How to onboard the team - not micro managing. I like it but i don't think the team will.
- Cost - How can i ensure an ROI

KEY RESOLUTIONS

- ‘Show ‘n Tell’ - gain confidence in US and the Product by allowing us to analyse your past calls and highlighting the value PP can offer over the competition.
- We will do a lot of the leg work to help onboard - includes 1 hour tutorial and high level customer service. No bots or outsourced customer support with PP.
- Money back guarantee and we like to think PP could be the STRAVA for sales. Getting your team fit and hungry to succeed.

Pricing policy for USA

Name	Price	Features
Call licence	\$35.00	Call analysis
Regular licence	\$45.00	Call analysis and deal tracking
Call Premium licence	\$65.00	Call analysis and keywords
Premium licence	\$70.00	Calls + deals + keywords
Referral	10%	For first 6 months of licensing fee

Template for email messaging campaign

Hello NAME,

Pleasure to connect per suggestion of your colleague Nikita.

I am part of a Baltic based AI startup that has developed a tool for sales team enablement and monitoring by automatizing conversation analysis process. For a quick glimpse added a small intro presentation in the attachment.

As Nikita mentioned, you might be the person to connect with due to your high focus on teams internal processes and culture. I would love to connect even further via an online meeting to discover the potential use cases for collaboration with your team - what time following weeks would be more suitable for you to jump in a 30 minute intro call?

Wishing a productive week,

Results

During period of 06.07.2022-06.08.2022 there have been generated 20 leads using LinkedIn platform. Conversations have been initiated and qualified for next sales process steps. All contacts have been connected successfully with Evalds Urtans profile (<https://www.linkedin.com/in/evalds-urtans/>)

1. Janet McMillan Livingston, Call Center Sales Pro (<https://www.linkedin.com/in/janet-livingston-90087110/>)
2. Scott Sully Sullivan, itelCX (<https://www.linkedin.com/in/scottsullivanbpopro/>)
3. Vinay Nathan, Altizon Systems (<https://www.linkedin.com/in/vinaynathan/>)
4. Tim Tinnel, IntelliGuard (<https://www.linkedin.com/in/timtinnel/>)
5. Lana Elie, Floom (<https://www.linkedin.com/in/lana-elie-875b383a/>)
6. Joe Delfgauw, Text-Calibur (<https://www.linkedin.com/in/joedelfgauw/>)
7. Bjorn Espenes, Finch (<https://www.linkedin.com/in/bjornespenes/>)
8. Paul Katsch, Rezku (<https://www.linkedin.com/in/paulkatsch/>)
9. Randy Rubingh, FrontSpin (<https://www.linkedin.com/in/randyrubingh/>)
10. Vona McCray, Virtual Cliques (<https://www.linkedin.com/in/vona-mccray-a1268037/>)
11. Shaun Clark, HighLevel (<https://www.linkedin.com/in/shaunclarkhighlevel/>)
12. Caitlin Coscolluela, Deepgram (<https://www.linkedin.com/in/caitlincoscolluela/>)
13. Jason Siefken, SmartLead (<https://www.linkedin.com/in/jason-siefken-b3ab9710/>)
14. Adam Markowitz, Drata (<https://www.linkedin.com/in/markowitzadam/>)
15. Chayim Hirsch, Limitlessli (<https://www.linkedin.com/in/chayimhirsch/>)
16. Brian Schwartz, OraLabs (<https://www.linkedin.com/in/ezas123/>)
17. Boian Spassov, Locbit (<https://www.linkedin.com/in/boian-spassov/>)
18. Michael Hutnayan, DataKitchen (<https://www.linkedin.com/in/michael-hutnayan-850b832/>)
19. Scott Davies, PointLeader Predictive Analytics (<https://www.linkedin.com/in/drscottdavies/>)
20. Sean Hurwitz, PIXO VR (<https://www.linkedin.com/in/seanhurwitz/>)