Manual process

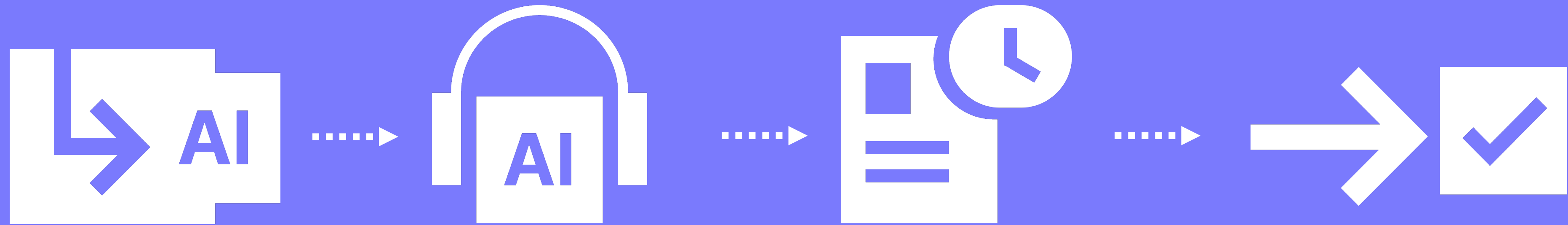Video or audio call → Recordings → Manual selection takes time, not precise → Coaching, hard to measure impact, takes time

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.
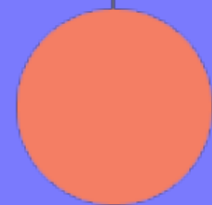
Tracking soft-skills

Performance

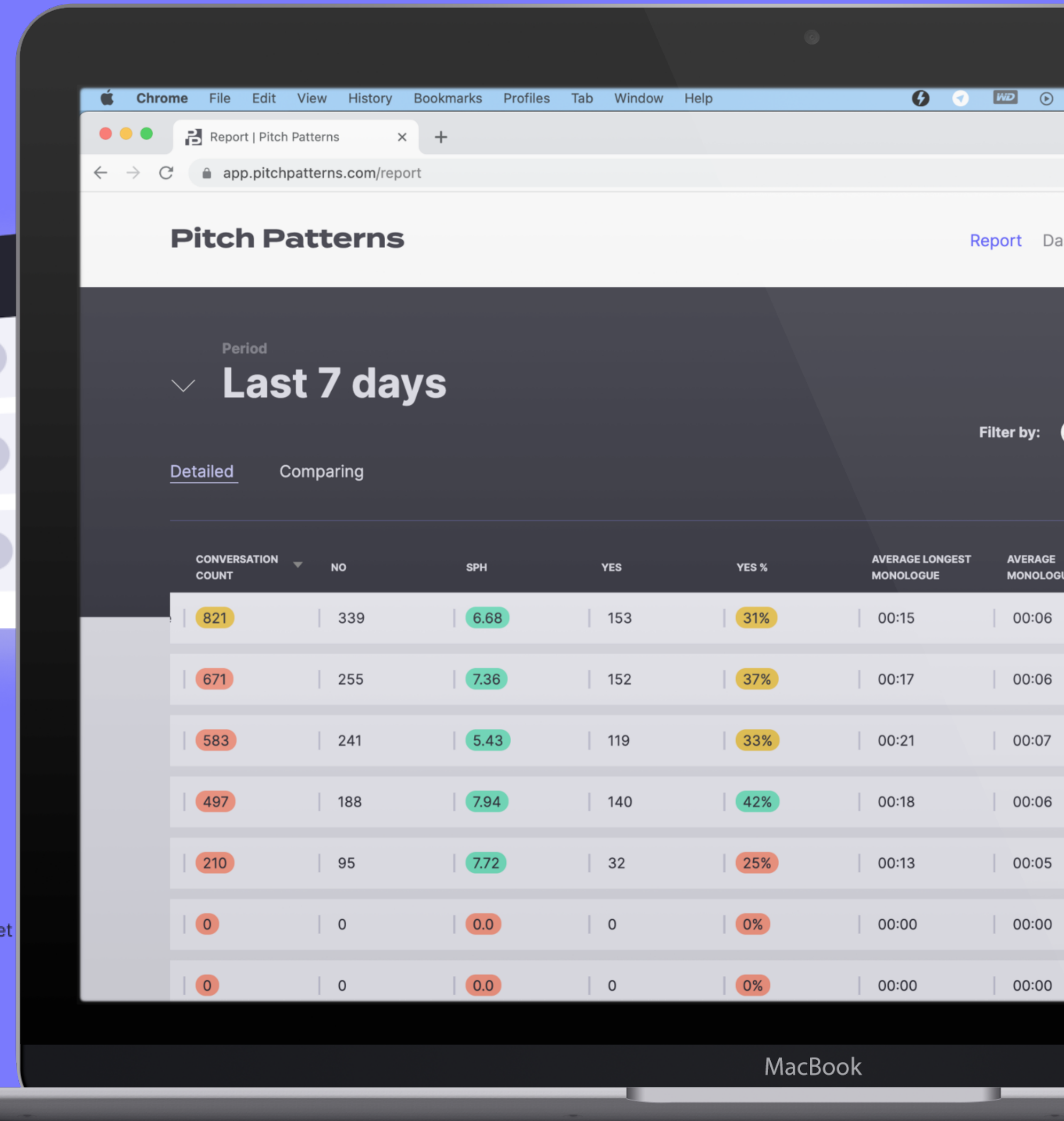Check the performance of the whole sales team at one glance.

Metrics

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

Indicators

Track conversational metrics set against your desired goals.

Browser / App Screenshot

Chrome   File   Edit   View   History   Bookmarks   Profiles   Tab   Window   Help

Report | Pitch Patterns

app.pitchpatterns.com/report

Pitch Patterns

Report   Da

Period

Last 7 days

Detailed   Comparing

Filter by:

CONVERSATION COUNT	NO	SPH	YES	YES %	AVERAGE LONGEST MONOLOGUE	AVERAGE MONOLOGU
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

Agent performance table (overlay)

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.								

Tracking hard-skills

Analysis

⟲15 ⏸ 15⟳

2:32

Markers	👍 ⚠️	👍 😁 🔄😊 ☹️ ⚡
Agent		
Client		
Topics		

Topics

Agent

41% Pricing

26% Features

16% Introduction

Client

25% Pricing

48% Features

17% Introduction

Summary

80% Pricing

50% Features

25% Introduction

Percentage

Markers

☑ Positive   ☑ Issues

No	Marker	Content	Emotions
1	👎 Negative tone of voice	▶	Me
			Partner

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.
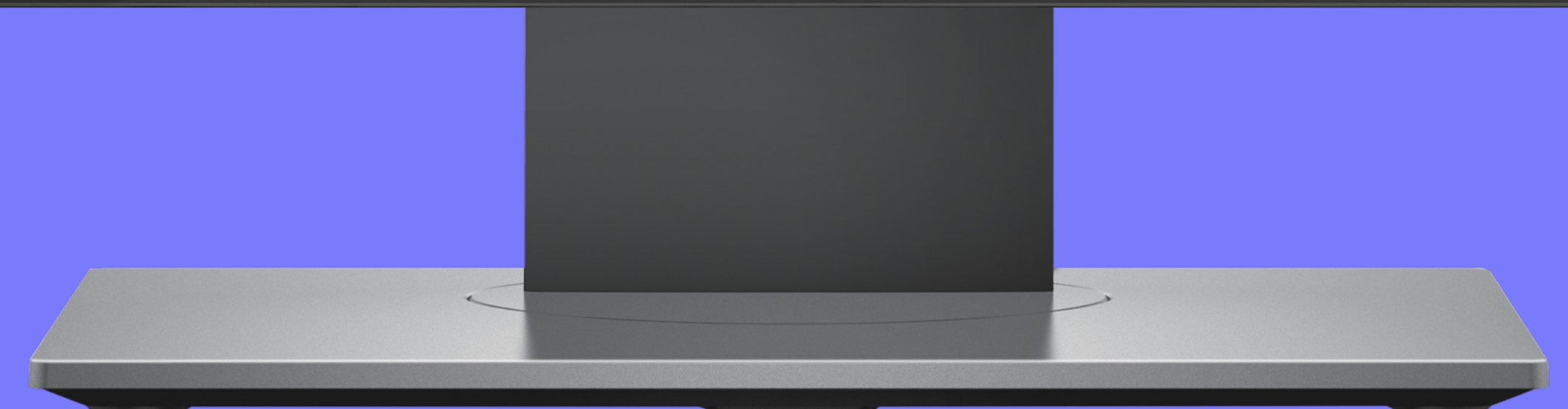
Flag problematic calls
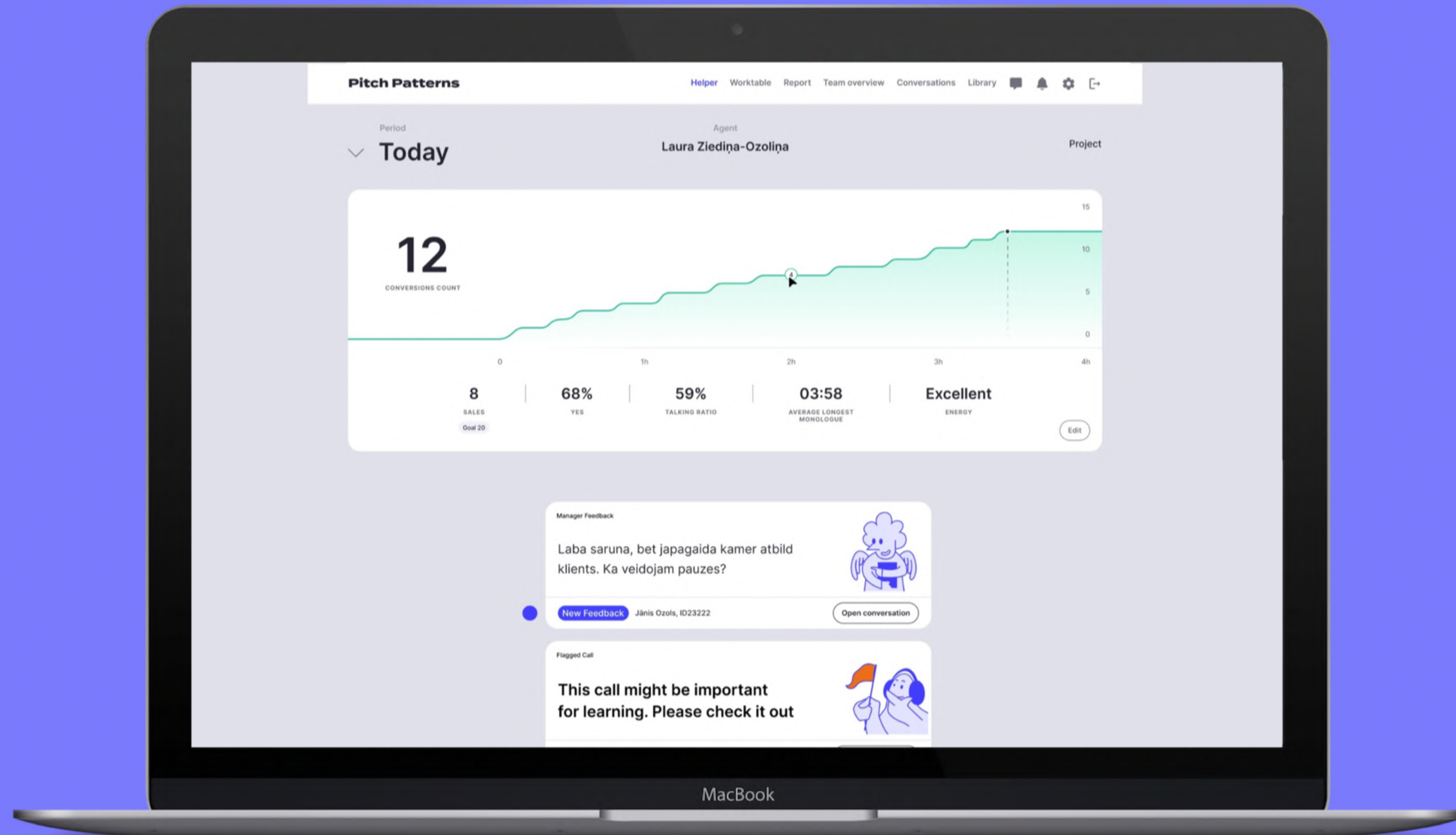
# Leaderboards system for motivation
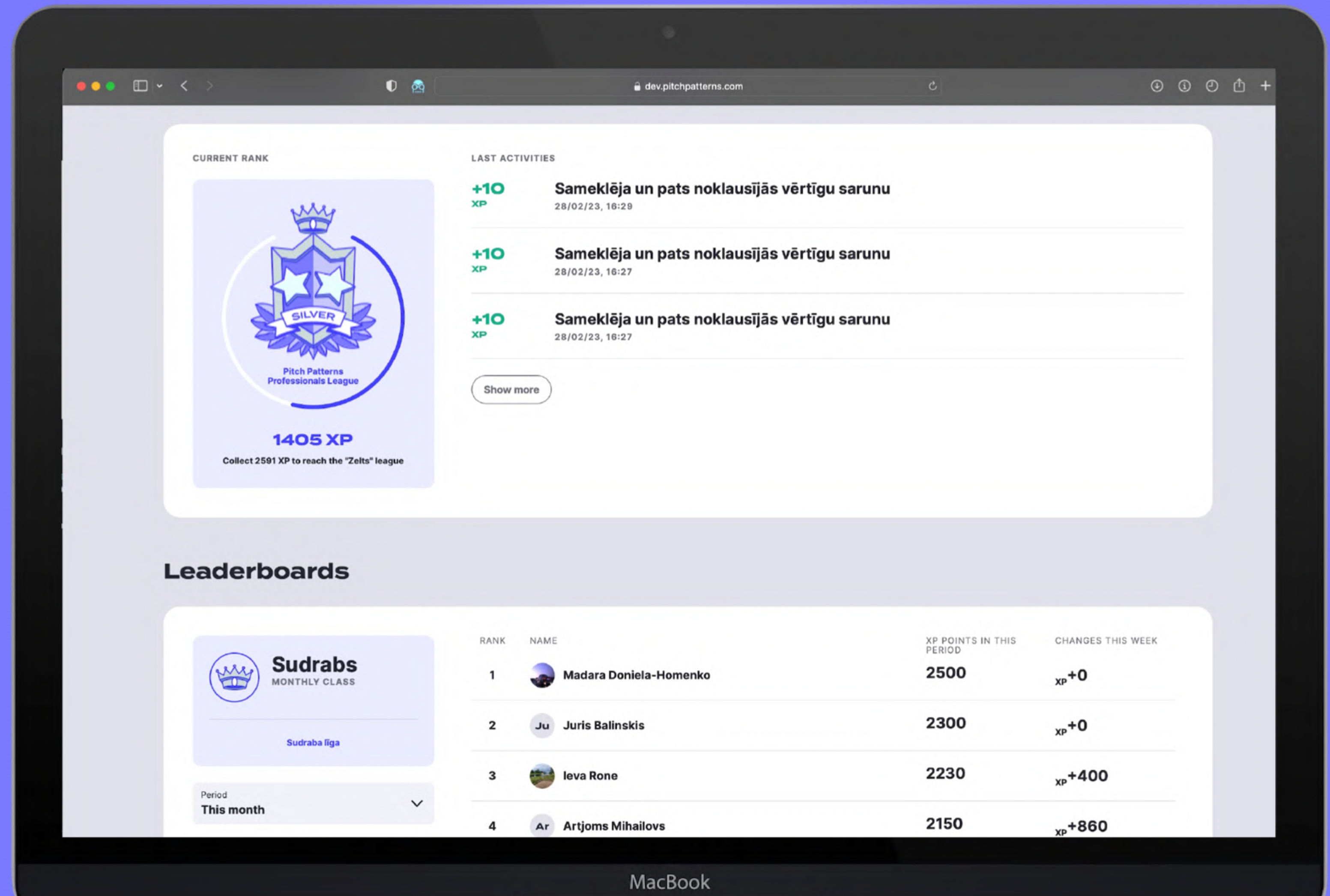
Our clients

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 %
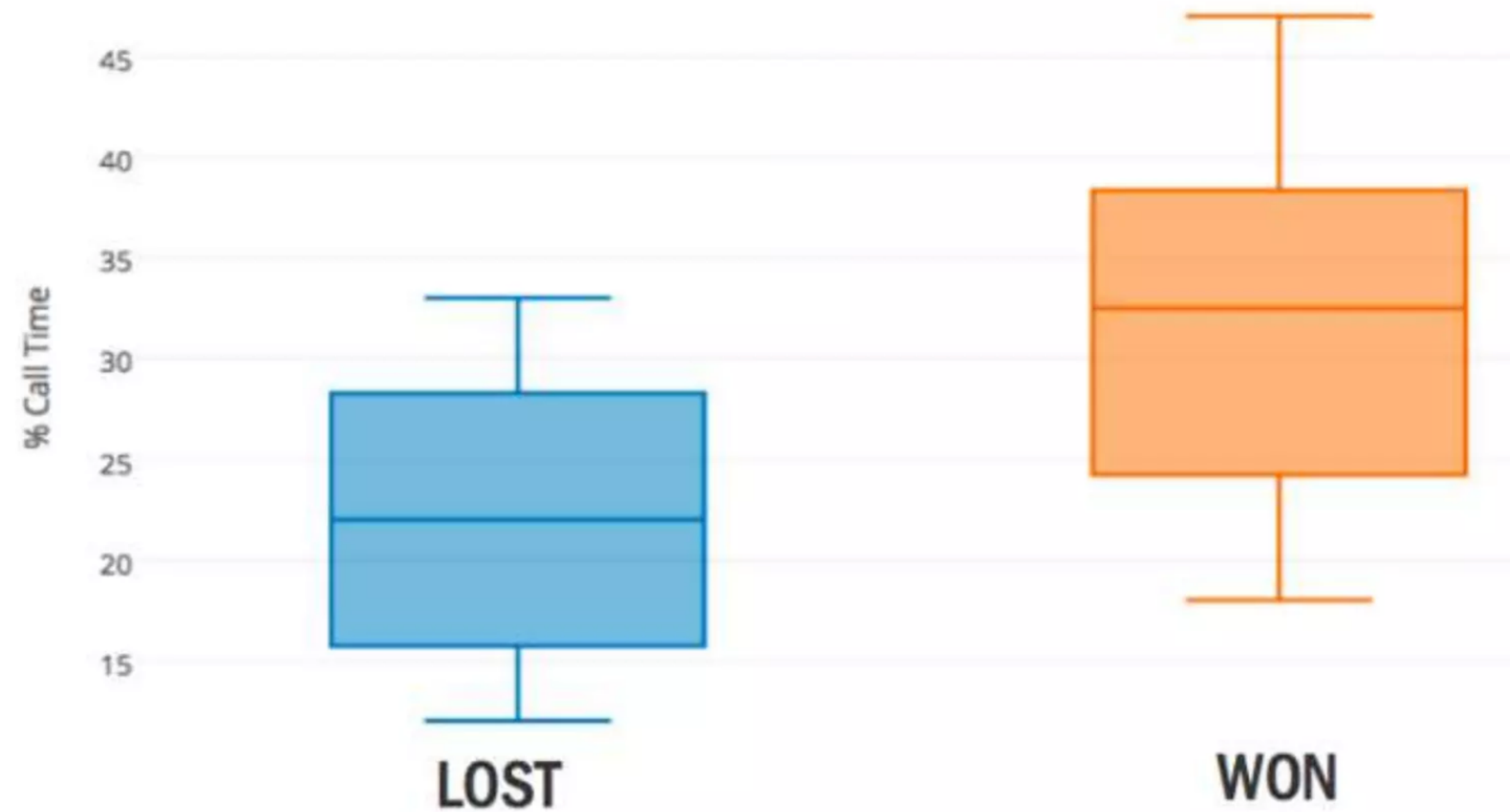
*"Increasing the prospect's talk time from **22%** to **33%** significantly boosts opportunity win rates"*

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:
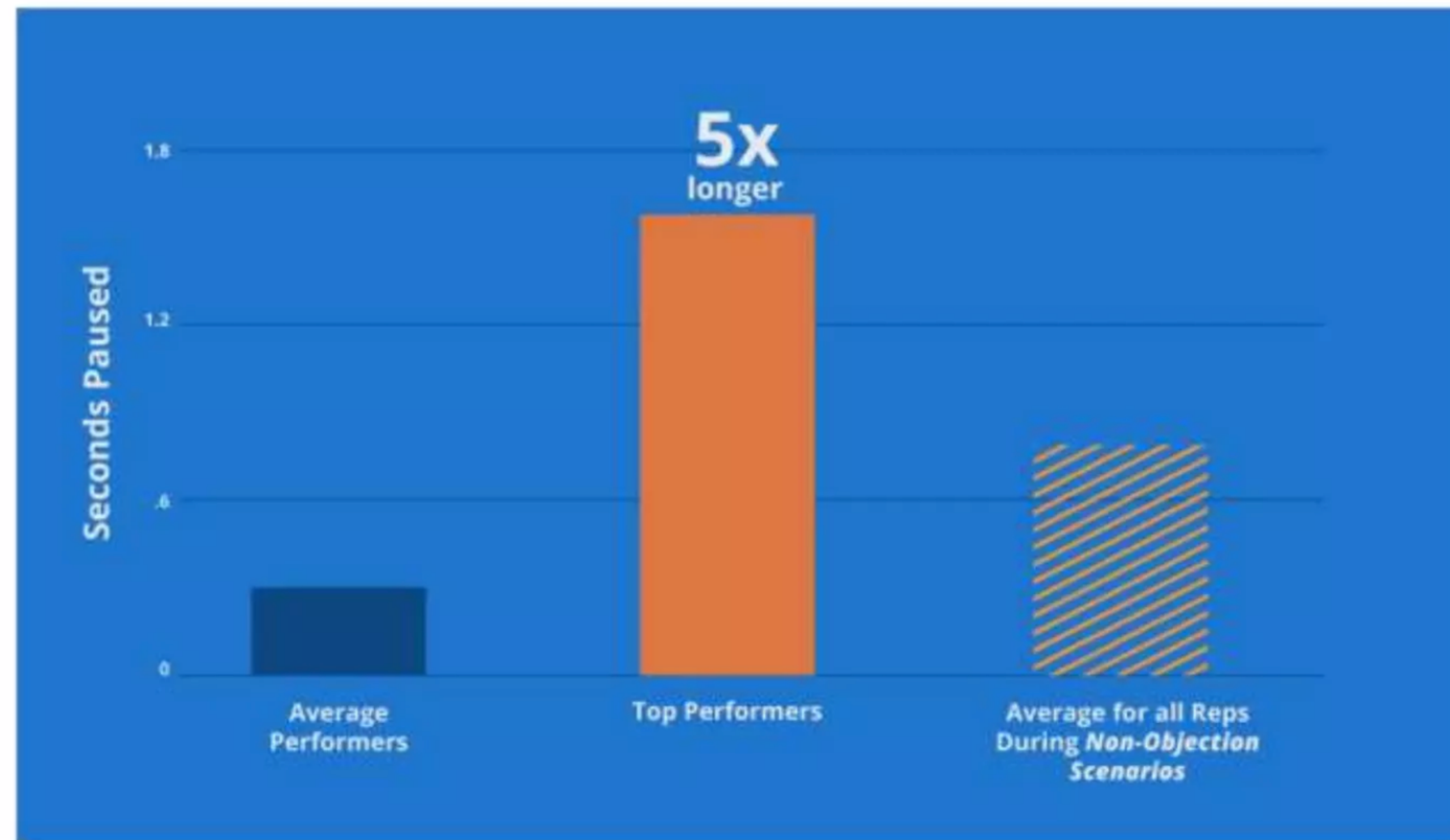
1. It is more likely to close the deal if the agent gives "**educational advice**" or "**consultation**" about materials, methods, etc. rather than give price straight away
2. More likely to close deal if prolong conversation and **delay pricing topic.**
3. If you client is objecting the price, ask for 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.
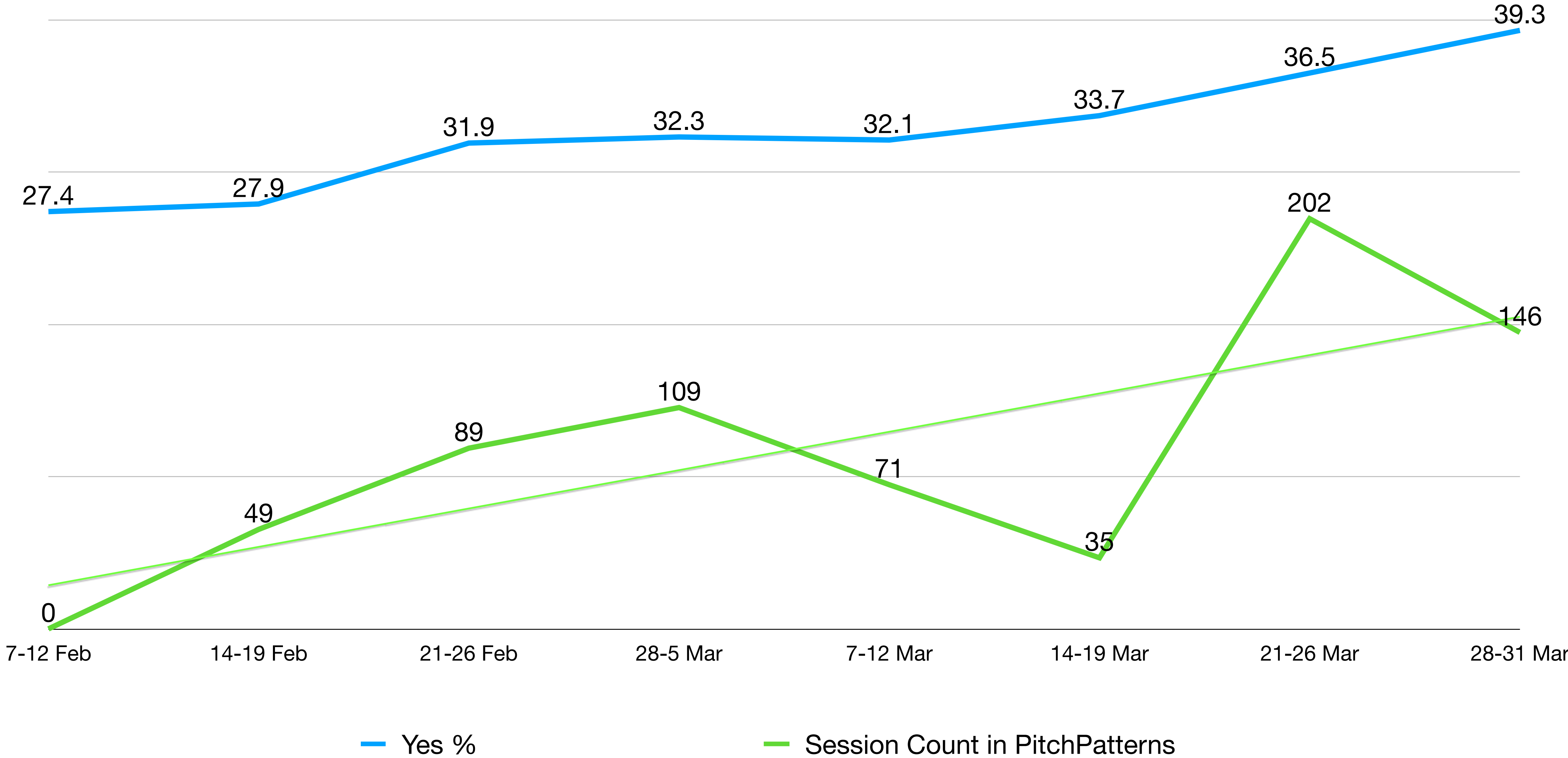6. It is more likely to close deal when using **words of comfort**.

Case study #2

Case study #2

Successful reps "pause" 5x longer after objections

43% improvement in closed sales

27.4	27.9	31.9	32.3	32.1	33.7	36.5	39.3

202

146

109

89

71

49

35

0

7-12 Feb · 14-19 Feb · 21-26 Feb · 28-5 Mar · 7-12 Mar · 14-19 Mar · 21-26 Mar · 28-31 Mar

—— Yes %   —— Session Count in PitchPatterns

Integrations with video and telephony services

+ 10 more integrations...

Integrations with CRMs

salesforce   pipedrive™   HubSpot   monday.com

+ 10 more integrations...
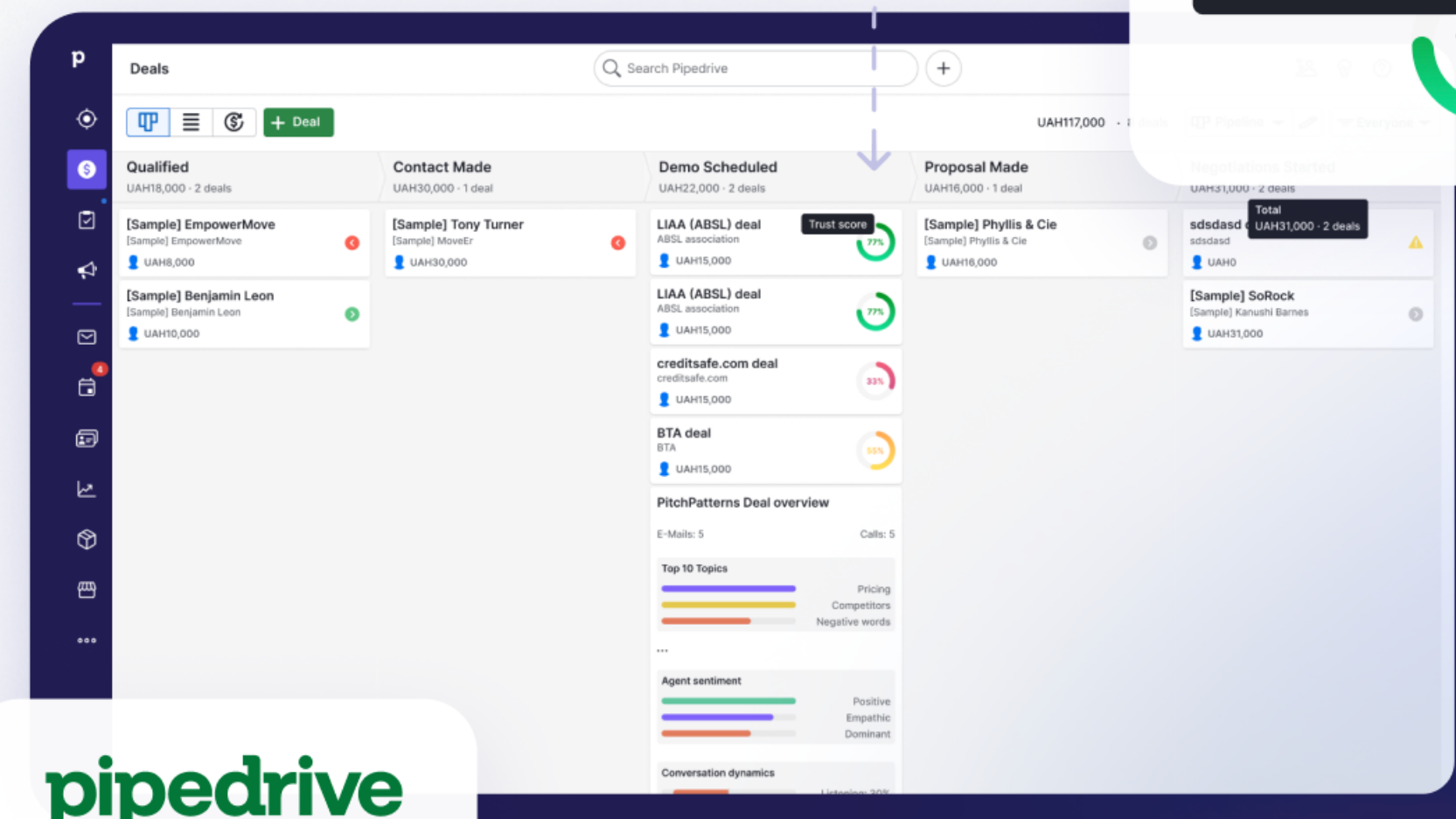
Easy to use with tools you already use

Pricing

Free trial	Monthly per agent	Monthly per agent (Yearly payment)
21 days	Soft-skill tracking, Hard-skill tracking, Transcripts & Topics, Leaderboards	Minimum 10 agents Soft-skill tracking, Hard-skill tracking, Transcripts & Topics, Leaderboards **Custom integrations**
Free	**€50/mo**	**€35/mo**

Pitch Patterns

POSITIVE CALLS

pitchpatterns.com