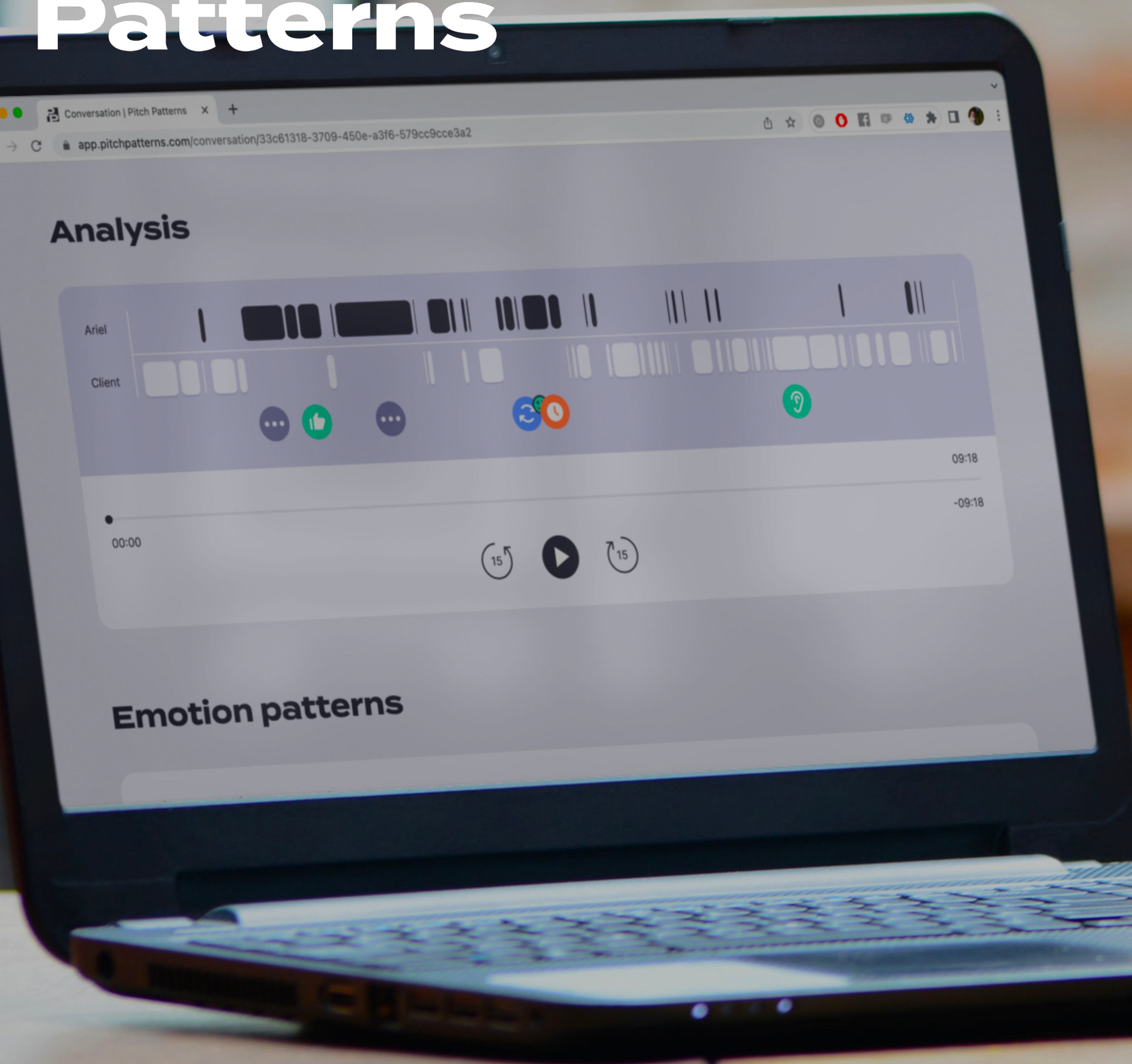


# Pitch Patterns



Ļauj redzēt sarunas

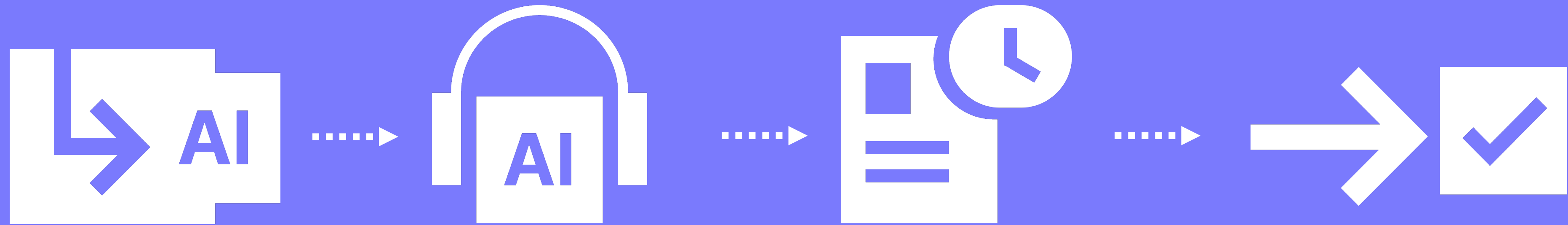




# Manuāls kvalitātes nodrošināšanas process



# Automātisks kvalitātes nodrošināšanas process



audio un video zvani automātiski tiek savienoti ar CRM ierakstiem

visi zvani tiek noklausīti un analizēti automātiski

tiek atzīmēti problemātiskie zvani un iegūtas atskaites, **ietaupīts laiks**

Nomērēms apmācību process, kas rezultējas **augstākos pārdošanas rādītājos**

# Atpazīst "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.								



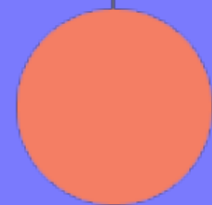
## Performance

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



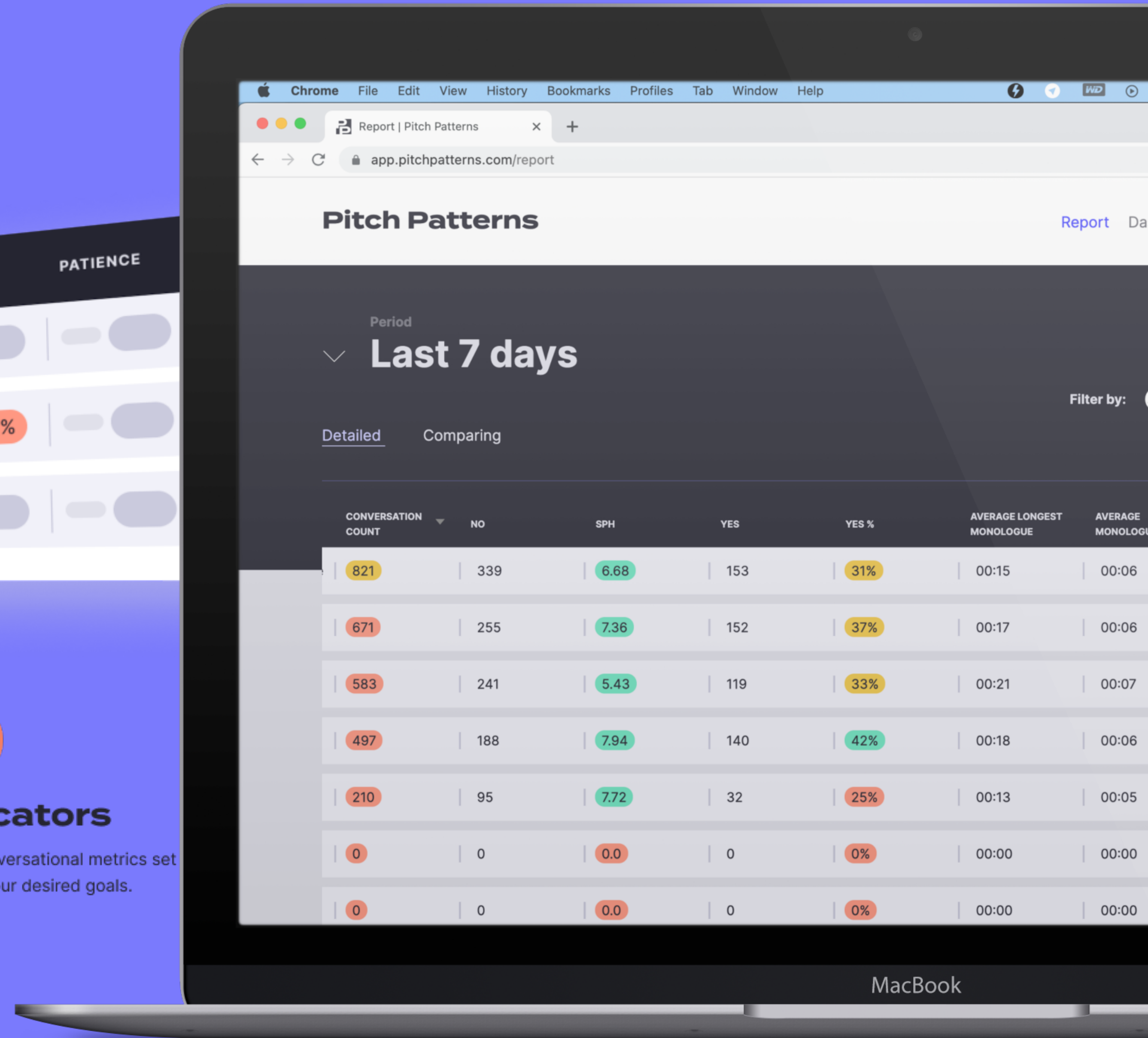
## Metrics

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



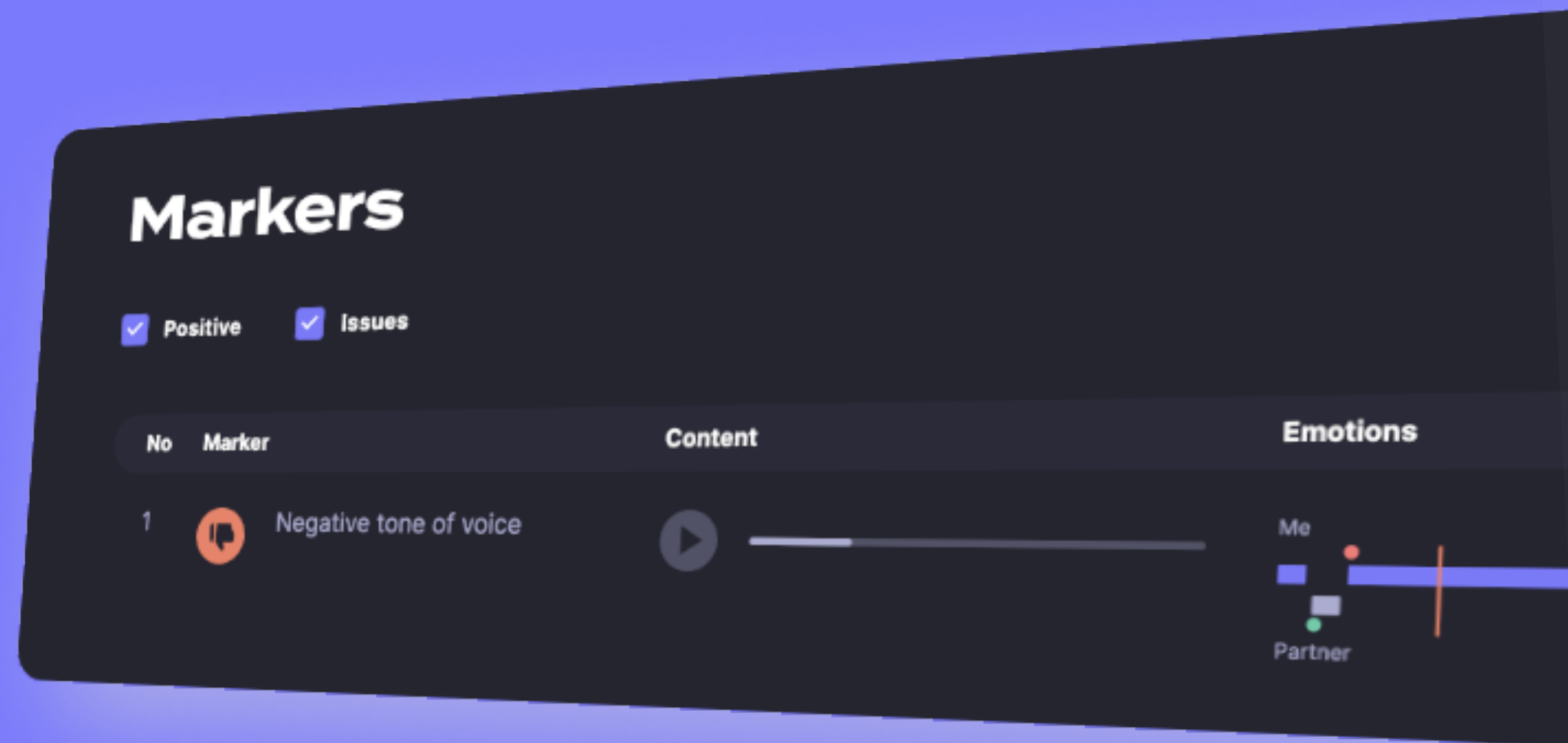
## Indicators

Track conversational metrics set against your desired goals.





# Atpazist "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

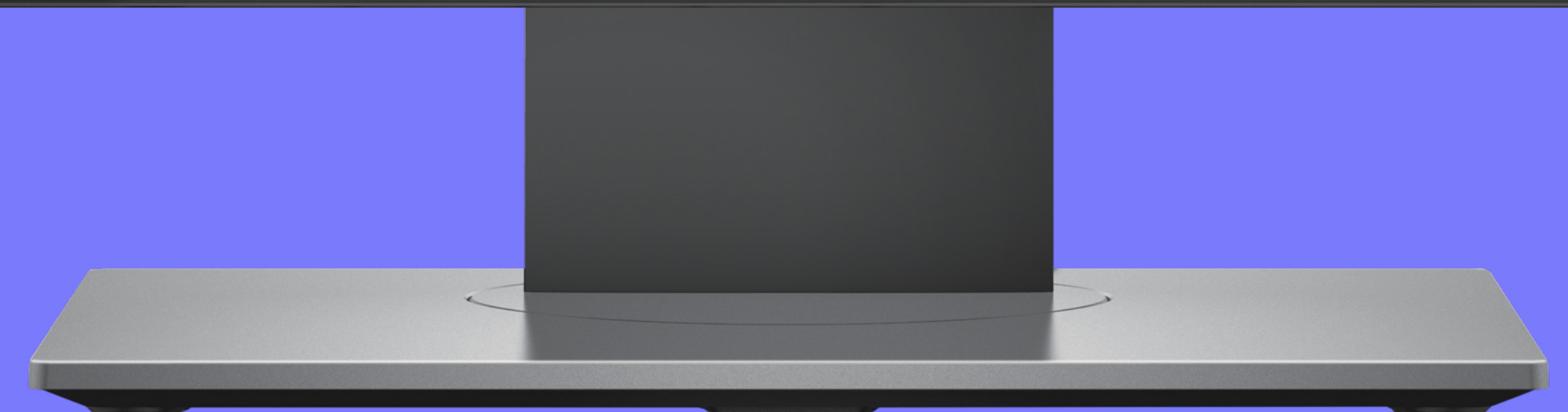
Agent

Client

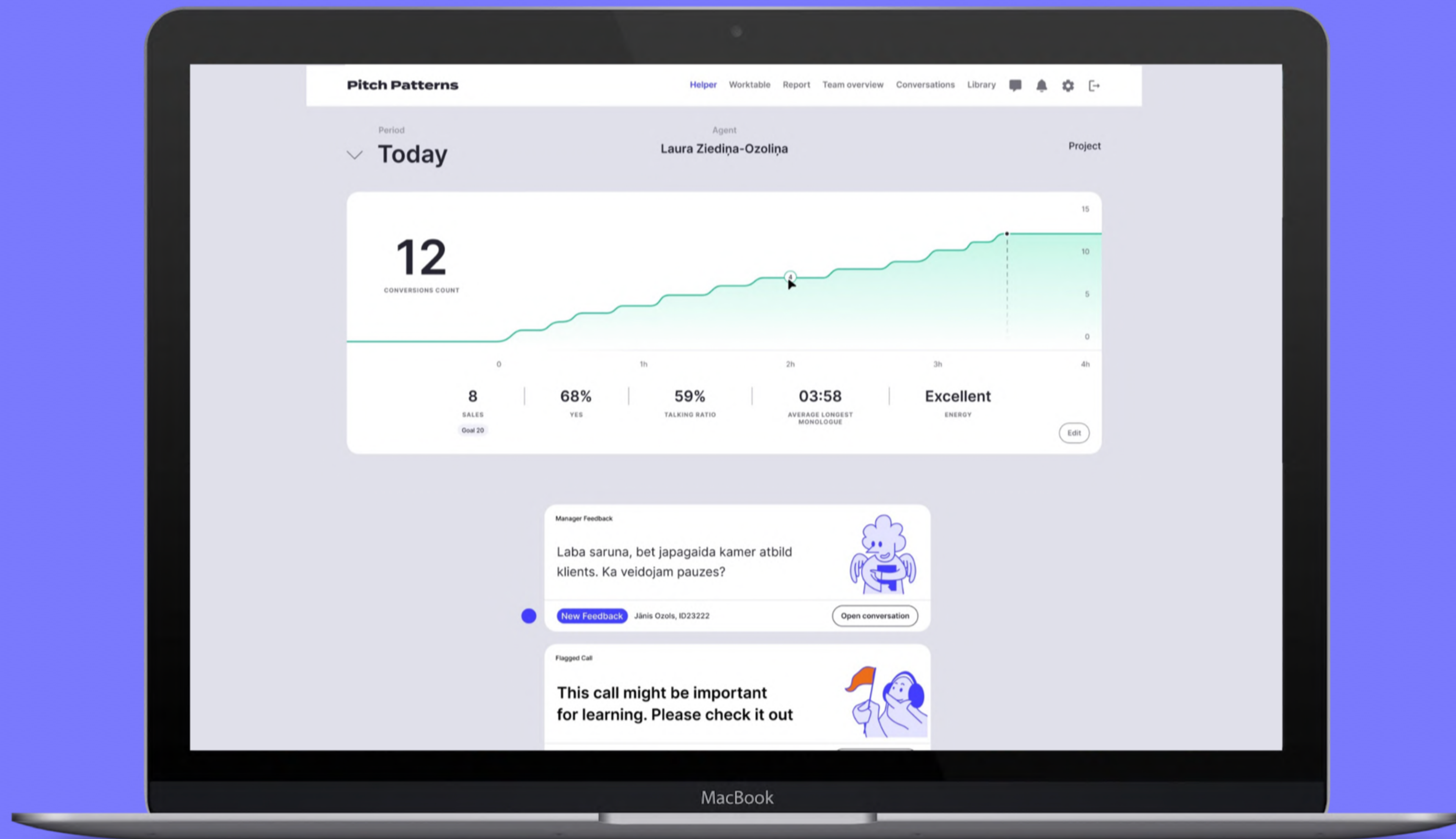
Topics

**Topics**

Agent	Client	Summary
<b>41%</b> Pricing	<b>25%</b> Pricing	<b>80%</b> Pricing
<b>26%</b> Features	<b>48%</b> Features	<b>50%</b> Features
<b>16%</b> Introduction	<b>17%</b> Introduction	<b>25%</b> Introduction

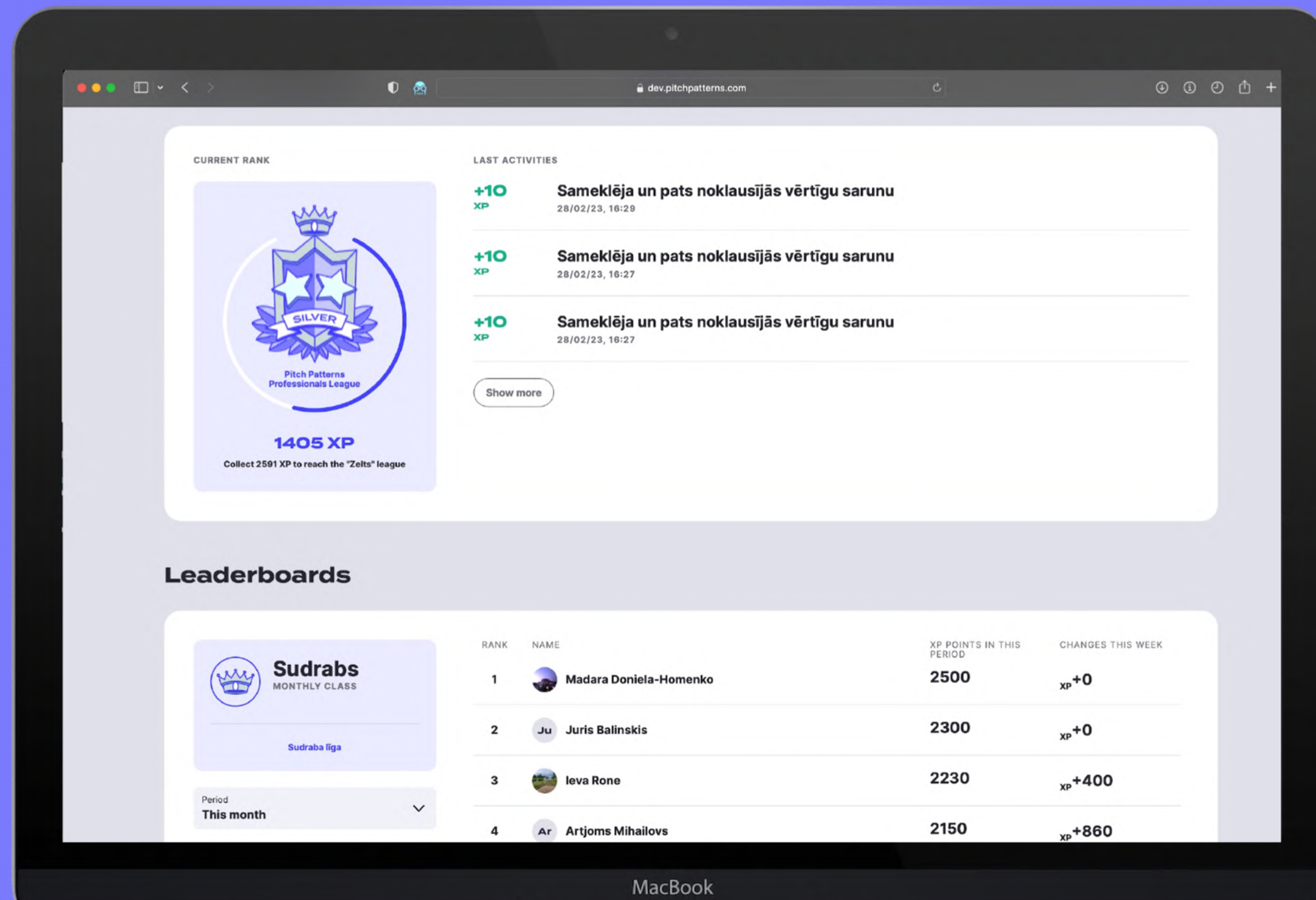


# Atpazīst problēmātiskos zvanus





# Motivācijas sistēma ar līderu tabulu



# Klienti



LATVIA STATE  
RADIO AND TELEVISION CENTER





# leguvumi klientam mēnesī

## Pirms:

Zvanu centrs: 50 aģenti

Manuālās kvalitātes kontroles sistēmas, piemēram, QEval: 30 EUR \* 50 = 1500 EUR

2 x Pilna laika kvalitātes apdrošināšanas personāls, bruto: 4000 EUR \* 2 = 8000 EUR

Konversija B2C pārdošanas zvanos: 5%

Pārdošanas darījuma apmērs: 500 EUR \* 50 \* 10 \* 0.05 = 12500 EUR

## Pēc:

Zvanu centrs: 50 aģenti

**pitchpatterns.com**: 60 EUR \* 50 = 3000 EUR

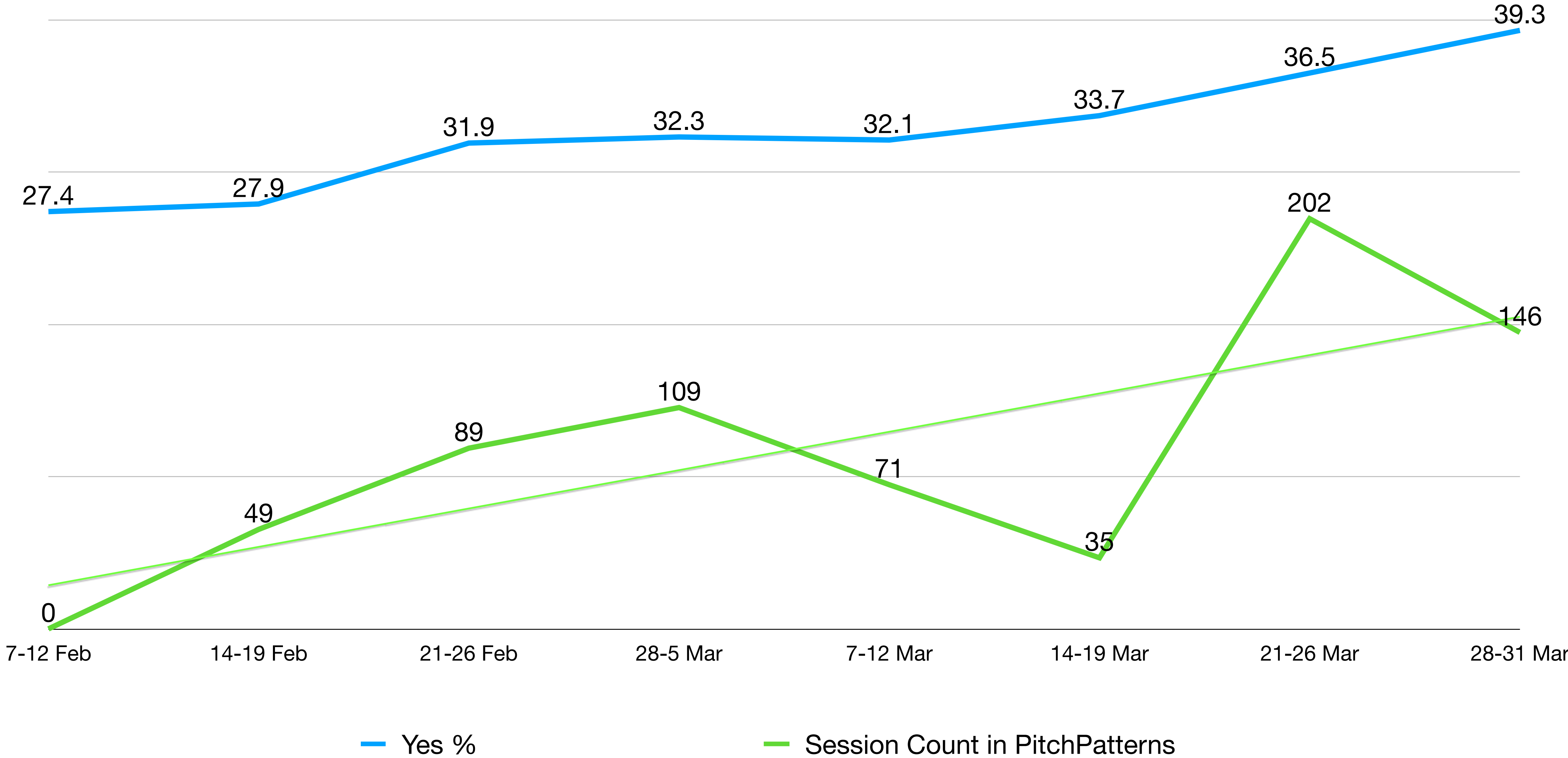
1 x Pilna laika kvalitātes apdrošināšanas personāls, bruto: 4000 EUR \* 1 = 4000 EUR

Konversija B2C pārdošanas zvanos: 15%

Pārdošanas darījuma apmērs: 500 EUR \* 50 \* 10 \* 0.15 = 37500 EUR

**Uzlabojums, mēnesī: 44500 - 22000 = 22500 EUR (200%)**

# 43% improvement in closed sales





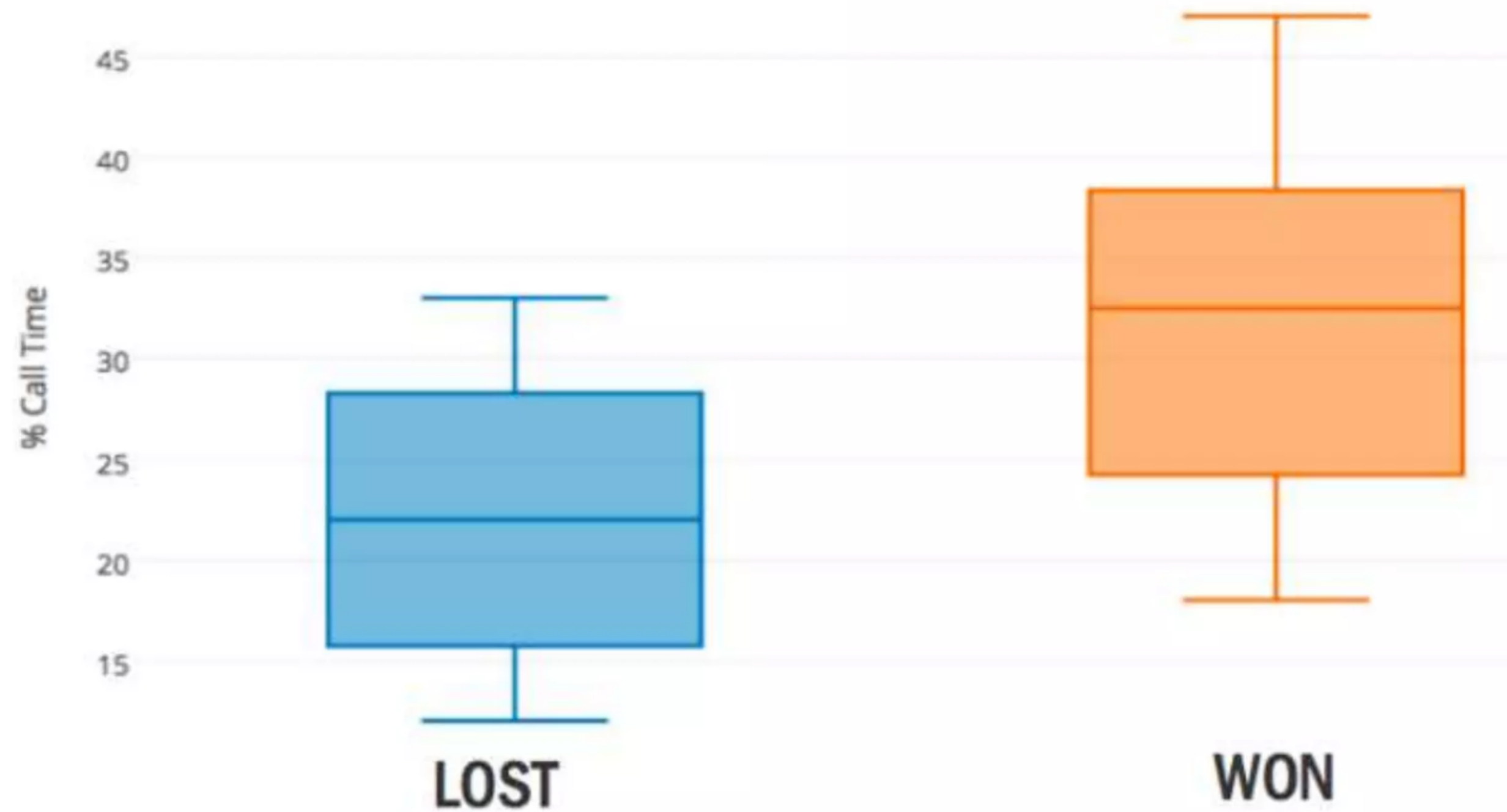
# Case study #1

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:

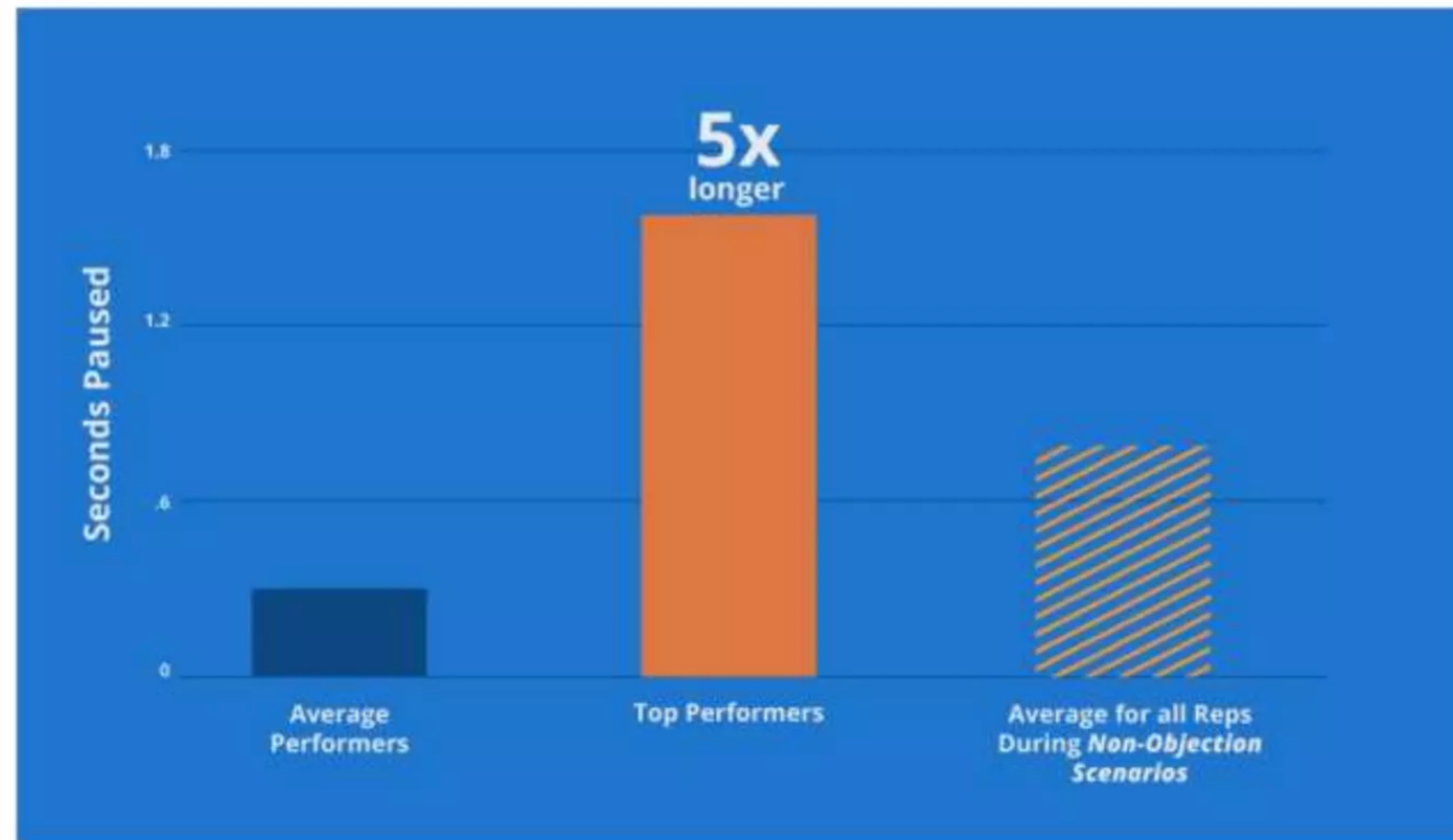
1. It is more likely to close the deal if the agent gives “**educational advice**” or “**consultation**” about materials, methods, etc. rather than give price straight away
2. More likely to close deal if prolong conversation and **delay pricing topic.**
3. If you client is objecting the price, ask for 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**<sup>™</sup>

**HubSpot**

 **monday.com**

+ 10 more integrations...

# Pitch Patterns

POSITIVE CALLS



[pitchpatterns.com](https://pitchpatterns.com)