Sales Conversation Analytics

Drive revenue, improve sales cycles and increase win rates with advanced conversation analytics, including real-time analytics.

Your sales teams are already having the conversations necessary to drive increased revenue. Prospects and customers are literally telling you what they need, but few companies have the time or resources to separate the quota-yielding conversations from the yawn-inducing conversations. Customers' and prospects' tone, words, and responses reveal their sentiment and motivations during sales calls – yet it is impossible for sales leaders and managers to join each call or review each interaction, even if they have the tools necessary to uncover key insights.

With CallMiner Sales Conversation Analytics, enterprise sales and BDR teams alike can gain critical insights necessary to shorten sales cycles and drive more wins.

Sales managers can coach reps to better outcomes by using automated insights to analyze, categorize and take action on customer conversations – even in real time. CallMiner's best-in-class conversation analytics equip sales leaders with visibility into deal outcomes, rep effectiveness and coaching opportunities, while driving revenue and pipeline health.

Features

Call Flow

Tracks and scores rep performance at both a high level and broken down specific sales stages (i.e. Intro, Discovery, Pitch, and Close). Quickly zero in on best practices to sell more, faster.

Rep Coaching and Training

Filters calls by sales rep and allows managers to provide encouragement or feedback on any call. Identifies and replicates best practices across the team. Analyzes rep effectiveness in real time (using CallMiner Alert).

Competitor Mentions

Identifies when competitors are mentioned on prospect and customer calls. Get ahead of conversations that derail sales calls by determining who comes up most and handling objections efficiently.

Salesforce App and Integrations

Delivers important customer data extracted from sales interactions in CallMiner, and seamlessly integrates with Salesforce at the contact or account level to offer a single view of the customer and where they are in the sales cycle.

Deal Tracking and Analysis

Filters deals by rep, close date, and more to track interactions across the customer journey and gain key insights that help you close more frequently.

Professional Services

Takes the burden of implementation off your team with CallMiner's experienced analysts who can set your team up and provide extensive training on the product.

Challenges and Capabilities

For Sales Executives

Executives face an uphill climb when it comes to assessing pipeline confidence without the right tools, leading to inaccurate projections. They often struggle with a lack of visibility into deal progression and empowering their managers to gain more insight into their sales reps' activity.

CallMiner SCA equips sales executives with deal tracking and analysis to help them confidently assess the health of their pipelines, customizable dashboards that gives them the insights they need most at their fingertips, and gives their managers the ability to better assess how effective their reps are.

For Sales Directors and Managers

Sales leaders face the daunting task of tracking call data across a team (or teams) of reps. They are often forced to use anecdotal strategies for both training and sales pitches due to a lack of hard evidence that proves the effectiveness of certain methods and establishes best practices. Rep performance can be limited to black and white metrics, such as qualification or win/loss numbers, rather than by the effectiveness of their pitches and approaches.

CallMiner SCA gives sales leaders visibility into rep activity and deal progression, allowing them to make confident, data-driven decisions to improve team productivity and prospect engagement. Managers gain access to high-level insights to evaluate their team, while also being able to drill down and analyze reps individually based on their effectiveness when interacting with prospects. These insights serve as the foundation for best practices, enabling leaders to build effective training and pitch resources to replicate success across their teams.

For Enterprise Account Reps and BDRs

Sales reps waste too much time manually inputting data and insights unearthed in prospect and customer calls into their CRM. They are hindered by the lack of an objective perspective on the effectiveness of their pitch approach – and their managers don't have the time to individually review all their calls. Sales reps are often unable to capture the current state of a given deal manually and may approach each touchpoint lacking important context revealed in previous interactions.

CallMiner SCA empowers reps to track the progression of each deal, helping them identify the accounts that need more engagement and those that are moving along well. SCA automates many of the tedious manual data entry processes that waste time and prevent reps from focusing on selling. Reps can also review insights gleaned from analyzing each conversation they have with prospects, pinpointing successful approaches and using these examples to inform future strategy.

Benefits

Analytics-Driven Training

De-construct sales calls to provide examples of effective approaches and arm reps with the examples of conversations that win, so they can enter any selling situation with confidence.

Key Insights for Managers

Analyze deal outcomes, team and individual effectiveness, and pipeline health with customizable dashboards. Sales leaders and executives will never again have to "go with their gut" when committing to pipeline or deal progression.

Unparalleled Integrations and Ingestion

Leverage CallMiner's extensive list of ingestion methods for easy data acquisition and integrate seamlessly with existing CRMs, dialers, and other sales solutions. Sales reps can focus on selling, rather than learning new technology or processes.

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