



The Closer's Ultimate Guide to Sales Conversation Analytics

How AI-Driven Insights Can
Shorten Sales Cycles, Help
Train Sales Dynamos and
Increase Win Rates

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The Closer's Ultimate Guide to Sales Conversation Analytics

How AI-Driven Insights Can Shorten Sales Cycles, Help Train Sales Dynamos and Increase Win Rates

The secret to understanding your prospects, training your reps, accelerating sales cycles and driving revenue is hidden within the conversations you're already having. Learn how to uncover these insights and use them to your advantage.

You're no stranger to long sales cycles. You've worked hard to cut through the noise to build the right relationships among B2B influencers and key decision-makers. But those decision makers are no longer swayed by in-person visits and fancy prospect dinners. They are leaning into virtual interactions – and your sales leaders and BDRs must do the same. Chances are, video meetings, digital self-service, and more, are now the channels where your deals get done.

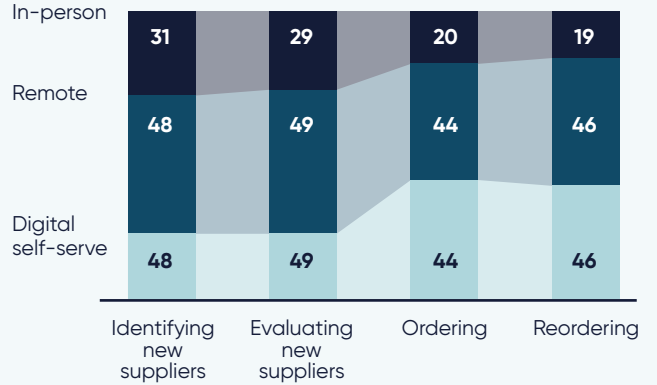
The reality is that digital interactions are more popular than ever – they're also the foundation for the data-driven selling approach that's being embraced by organizations like yours. According to a recent [study from McKinsey](#), approximately 70–80% of B2B decision-makers like digital communications better than the 'old way' of doing business – for reasons like ease of scheduling, savings on expenses, safety and potentially most important, insights into the buying cycle.

According to Gartner, Inc., 60% of B2B sales organizations will transition to a data-driven selling approach by 2025.

Most B2B seller interactions have moved to remote or digital...

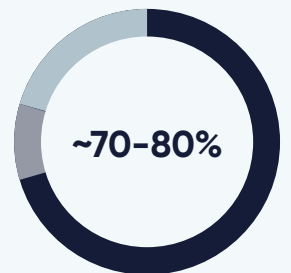
Current way of interacting with suppliers' sales reps during different stages^{1,3}

% of respondents



...and that's exactly what customers want.

of B2B decision makers prefer remote human interactions or digital self-service^{2,3}



Why?

- Ease of scheduling
- Savings on travel expenses
- Safety

¹ Q: "How would you currently interact with sales reps from your company's suppliers during the following stages of interactions?"

² Q: "How would you prefer to interact with sales reps from your company's suppliers during the following stages of interactions?"

³ Figures may not sum to 100% because of rounding.

[Reference: McKinsey & Company, [These eight charts show how COVID-19 has changed B2B sales forever](#), October 14, 2020]

While that might be bad news for your airline rewards, analyzing these digital communications, whether they're voice or text-based, can give your sales team deep understanding into what's working and what's not when it comes to closing deals.

Conversation analytics is key to uncovering those insights. Analyzing 100% of conversations – including voice and text-based interactions – make it possible to better understand what's happening at every stage of the sales cycle. From gathering intel into competitors being mentioned most often to buyer emotion and sentiment – conversation analytics makes it possible.

Ready to learn how conversation analytics can help your team gain visibility into deal outcomes, rep effectiveness, coaching opportunities and pipeline health? Let's go!

What Can Conversation Analytics do for Enterprise Sales Teams?

Even the most mundane customer and prospect conversations can be a goldmine of insights. A prospect's tone, word choice and responses to your questions can reveal their emotions and motivations during sales calls. But herein lies the challenge:

Your team doesn't have the time to manually monitor and review every single inbound and outbound sales conversation that get recorded, even if you have analytics tools and data analysts within your organization.

Conversation analytics can help enterprise sales and BDR teams automatically analyze these interactions at scale using artificial intelligence (AI) – in real-time or post-interaction – to help shorten sales cycles and drive more wins.

And the most comprehensive conversation analytics solutions integrate directly with the tools your sales team already use, such as Microsoft Teams or Salesforce, which makes it easier for sales leadership to leverage department-wide insights than ever before.

With AI-powered conversation analytics, your team can tap into:

- **Analytics-driven training:** Deconstruct sales calls to provide examples of effective approaches. Using this insight, you can more effectively 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 run on their 'instincts' when committing to pipeline or deal progression.
- **Integrations and ingestion:** Leverage easy ingestion methods for data acquisition and integrate seamlessly with existing CRMs, dialers, and other sales solutions. Allow sales reps to focus on selling instead of spending valuable time learning a new technology or process.

Instead of going with your gut, it's time to listen to the data derived directly from actual sales conversations to drive better sales outcomes.

How CallMiner Sales Conversation Analytics Works

The **CallMiner Sales Conversation Analytics** solution within the **CallMiner Eureka platform** integrates with communication platforms your team uses every day – including video conferencing, calls, emails, chats, CRM systems and more. It matches the unstructured data trapped in these customer or prospect interactions with structured metadata, such as which rep handled the interaction, the time of day it occurred, the length of the call and who the customer or prospect was.

The solution then normalizes this data into a consistent format so you can easily follow a deal from first conversation to close, regardless of the communication channel. CallMiner's industry-leading AI helps you analyze the presence of certain language patterns, key emotional indicators, competitor mentions and more. From there, you can provide post-conversation coaching to your reps, identify opportunities to provide next-best guidance to reps while conversations are still in progress to address immediate prospect needs, and make more intelligent decisions about your pipeline projections.

Success Story: Closing Deals and Cutting Training Time in Half

A large marketing and customer engagement solution provider used the CallMiner platform in their organization to improve training processes and close rates. Here's how they did it.

Challenge

Before adopting CallMiner, this sales team was stuck with a single, rigid approach to scripting that couldn't be changed based on intelligence uncovered in customer and prospect conversations. Without insight into what made past conversations successful, reps had difficulty centering their pitches around customer needs. Sales managers needed a way to improve how reps were executing at each stage and measure the effectiveness of their coaching and training.

Solution

With CallMiner, the team was able to identify more effective pitch strategies based on real, positive customer outcomes. CallMiner gave managers actionable, data-driven performance evaluations for each rep on the team, providing feedback that led to immediate improvements and higher close rates. In addition, management was able to pinpoint the parts in the prospecting process that weren't effective or efficient.

According to the company's vice president of sales, "Close rate is everything. We could see a lot of the numbers, but the why behind the numbers was what we were really looking for. CallMiner gave us more insights than we were ever able to achieve before."

Results

- Monthly sales **quotas increased by 25%** and **close rates improved by 4.7%**
- **Onboarding and training timelines were cut in half**, with reps reaching initial sales targets in four months instead of eight months
- **Process adherence improved by 28%** in just four months.

Conversation Analytics for Every Enterprise Sales Role

Regardless of your role on an enterprise sales team, the right conversation analytics solution can help improve visibility and provide data-driven insights that make long, complex B2B sales cycles easier to navigate and in turn, effectively increase win rates.

Your Role	Sound Familiar?	How Conversation Analytics Empowers You
Sales Executive	Assessing pipeline confidence without the right tools is often an uphill climb. As a result, you're contending with inaccurate projections or struggling with a lack of visibility into deal progression. You want to empower your managers to gain more insight into sales rep activity.	<ul style="list-style-type: none"> ✔ Confidently assess the health of your pipeline with deal tracking and analysis. ✔ Customize your dashboards to get the insights you need at your fingertips, while giving your managers the tools to assess the effectiveness of your reps.
Sales Director or Manager	You're collecting interaction data across your team of reps but are having trouble analyzing it with your current tools. Instead, you rely on anecdotal strategies for both training and sales pitches; there's no hard evidence that proves the effectiveness of certain methods and best practices. Today, your rep performance seems limited to black and white metrics, such as qualification or win/loss numbers. You'd like them to learn from the effectiveness of their (or their peers') pitches and approaches.	<ul style="list-style-type: none"> ✔ Make confident, data-driven decisions on improving team productivity and prospect engagement with visibility into rep activity and deal progression. ✔ Evaluate your entire team with high-level insights, or drill down and analyze individual reps' effectiveness when interacting with prospects. ✔ Create best practices based on content that's driving the most successful outcomes and build more effective training and pitch resources to replicate success across the entire team – using real insights, not gut instinct.

<p>Enterprise Sales Rep or BDR</p>	<p>You're wasting too much time manually inputting data and insights unearthed in prospect and customer interactions into your CRM. Capturing the current state of a deal across your team is a massive challenge, so you often walk into conversations lacking important context from previous interactions. An objective perspective on the effectiveness of your pitch approach could help you close more deals – but your manager doesn't have the time to individually review all of your calls</p>	<ul style="list-style-type: none"> ✓ Identify the accounts that need more engagement vs. those that are moving along well through deal progression. ✓ Automate many of the tedious manual data entry processes that waste time and prevent you from focusing on selling. ✓ Review insights gleaned from analyzing each conversation with prospects, pinpointing successful approaches, language, and options – and using these as examples to inform your future strategy.
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CallMiner Sales Conversation Analytics Features

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

Rep Coaching: Filters calls by sales rep and allows managers to provide encouragement or feedback on any call. Identifies and replicates conversation content best practices across the team. Analyzes rep effectiveness, including what's being said in correlation to successful outcomes, objections that are raised, rebuttals that work (and don't), and provided immediate next-best action guidance while the interaction is still live.

Competitor Mentions: Identifies when competitors are mentioned on prospect and customer calls. Get ahead of conversations that derail sales calls by determining which competitor(s) comes up most and by 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.

Enablement 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.

CallMiner is for Closers

In enterprise sales, it's all about navigating complex sales cycles as seamlessly as possible. With **CallMiner Sales Conversation Analytics**, your teams can:

- **Increase sales results** by analyzing successful prospect and customer conversations and uncovering language, behaviors and actions that lead to your desired outcomes, like increased win rates and revenue. These analyses can reveal indicators of prospect readiness or reservation.
- **Improve sales team readiness** by automating quality monitoring and scoring of every conversation. This provides insights into how sales teams are performing and reveals opportunities of performance improvement training. Additionally, real-time alerting can help supervisors support reps in the moment with just-in-time script diversions that drive better outcomes.
- **Improve forecasting effectiveness** through historical analysis of successful customer calls to develop more informed process milestones. This also extends to applying customized metrics to prospects in the pipeline to determine progress toward conversion. All these metrics help identify which prospects require further action to improve conversion.



**Learn more about the
CallMiner Sales Conversation
Analytics solution today.**

About CallMiner

CallMiner is the global leader in conversation analytics to drive business performance improvement. Powered by artificial intelligence and machine learning, CallMiner delivers the industry's most comprehensive platform to analyze omnichannel customer interactions at scale, allowing organizations to interpret sentiment and identify patterns to reveal deep understanding from every conversation. By connecting the dots between insights and action, CallMiner enables companies to identify areas of opportunity to drive business improvement, growth and transformational change more effectively than ever before. CallMiner is trusted by the world's leading organizations across retail, financial services, healthcare and insurance, travel and hospitality, and more.



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