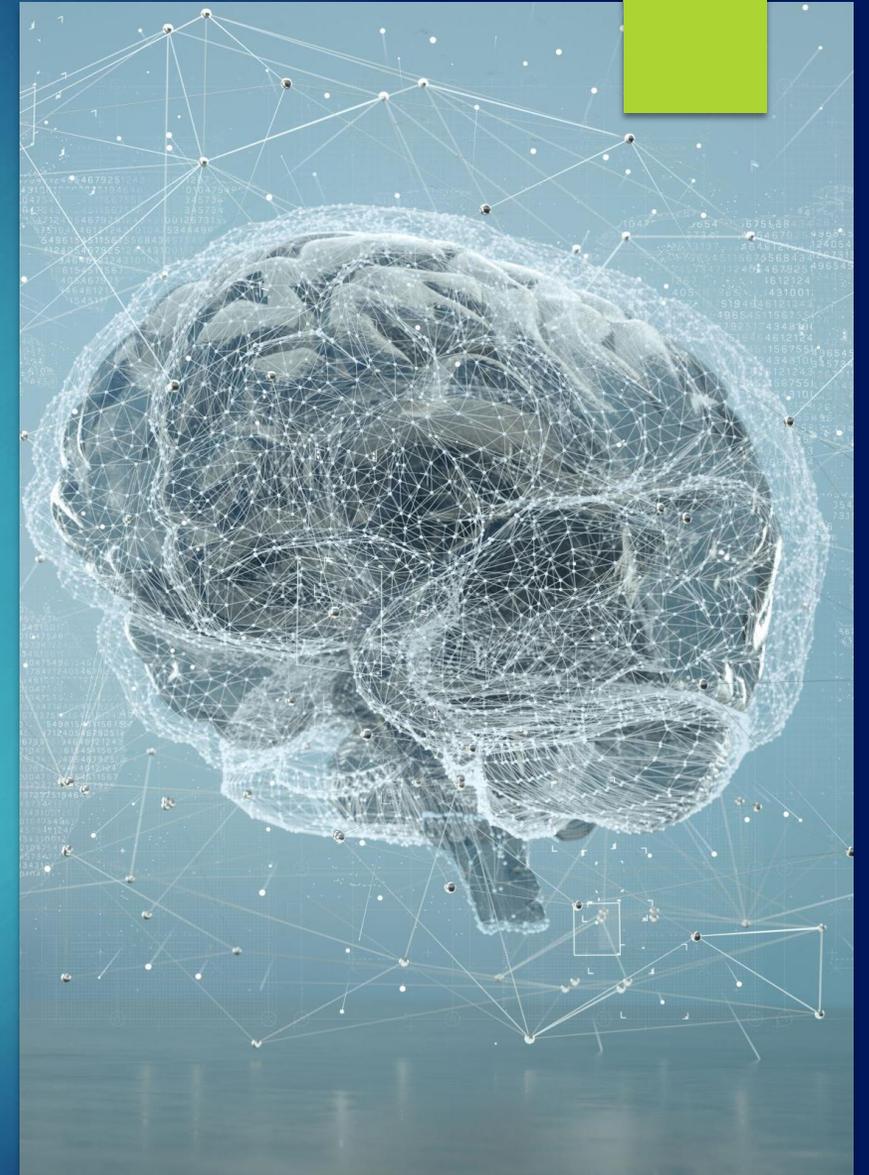




# The Next Level of Conversation Intelligence

# What is Conversation Intelligence?

- ◆ According to one consultant “**Conversation Intelligence uses Artificial Intelligence (AI) to record . . . and analyze sales calls and generate recommendations—powering not just coaching, but every aspect of sales enablement with data-driven insights into individual and team performance.**”
- ◆ While this is a great definition, what does it mean to your company? Why should **you** care about Conversation Intelligence?
- ◆ Recent studies show that **more than half** of all sales reps miss their quota and that this has been **magnified** since the drastic change to the Work-From-Home environment.



# The way forward...

Conversation tracking - True in-depth Call Review - Elevated Coaching



- ◆ Taking on the challenge of coaching remote sales teams requires that managers have a system that provides relevant, in-depth call review, along with a system that can make decisions based on what **actually** happened during the sales call.

# AI Generated Opening Statements

- ◆ Immediately establish relevancy to the prospect and build their confidence that the sales rep may help them solve a problem.
- ◆ This tool also builds the reps self-confidence which in turn creates trust between them and their prospects.

The screenshot displays a CRM interface for a prospect named Sam Harris at AI Technologies, Inc. The contact information includes the email sam.harris@aitech.com, phone number 7134455368, and the title VP of Sales. The industry is listed as Technology. The next action is a call on 09/01/20 at 11:00. The interface includes several action buttons: Build AI Email, Copy Playbook, Edit Playbook, Revenue Plan, Build By Hashtag, Build Call Plan, Help Resources, Social Media, and Next Action. There are also buttons for Print Talking Point and Show Notes. The AI-generated opening statement is addressed to Sam and discusses SalesTalk's What2Say feature, highlighting its ability to generate unique, powerful, and relevant opening statements for each prospect. It asks the prospect how much more effective they could make their team by adding SalesTalk to their current technology stack. The statement is customizable based on the company's value propositions and differentiators, and it evolves with the conversation to ensure the message remains relevant throughout the sales call.

**AI Technologies, Inc. - Sam Harris**  
sam.harris@aitech.com  
VP of Sales  
Hot Leads 4 Followup  
PHONE 7134455368  
NEXT ACTION 09/01/20 11:00  
Call  
Industry Technology

Build AI Email Copy Playbook Edit Playbook Revenue Plan Build By Hashtag Build Call Plan  
Help Resources Social Media Next Action

Print Talking Point Show Notes

**Sam,**

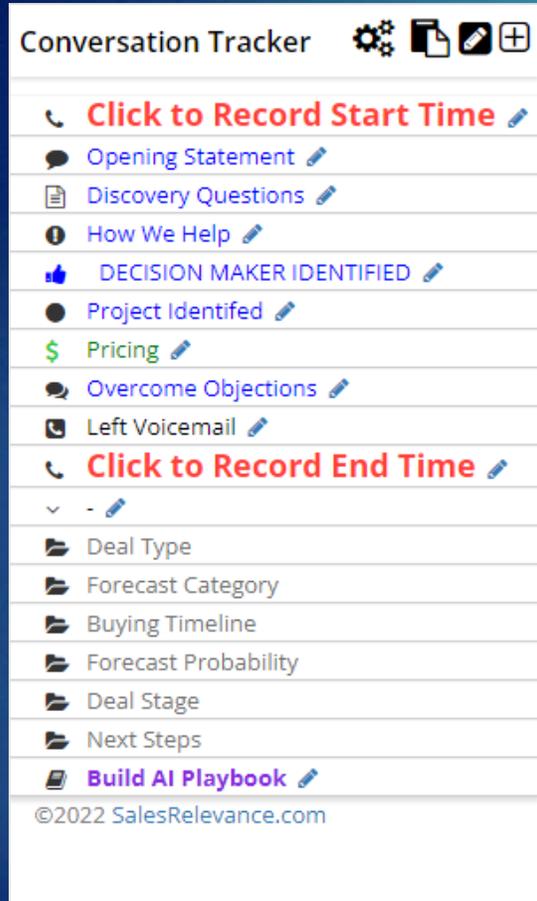
SalesTalk's **What2Say** feature helps **AI Technologies, Inc.** and their sales teams generate unique opening statements (based on a prospect's persona) for each individual prospect, providing the Sales Rep with a **powerful, Relevant** message every time.

As the **VP of Sales** for **AI Technologies, Inc.**, how much more effective could you make your team by adding SalesTalk to your current technology stack?

\*\*\* These opening statements are totally customizable based on your company's value propositions and differentiators

\*\*\* Even more importantly, our messaging **evolves** with the conversation. As more is learned about the prospect, the "**next best thing to say**" is created, ensuring that the reps **stays** Relevant throughout the sales call.

# AI Generated Conversation Tracking



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No need to try to remember what was discussed during the calls, our **Conversation Trackers** do that for you!

---

Just a simple click not only tracks the subject being discussed but also tracks the duration that subject was discussed.

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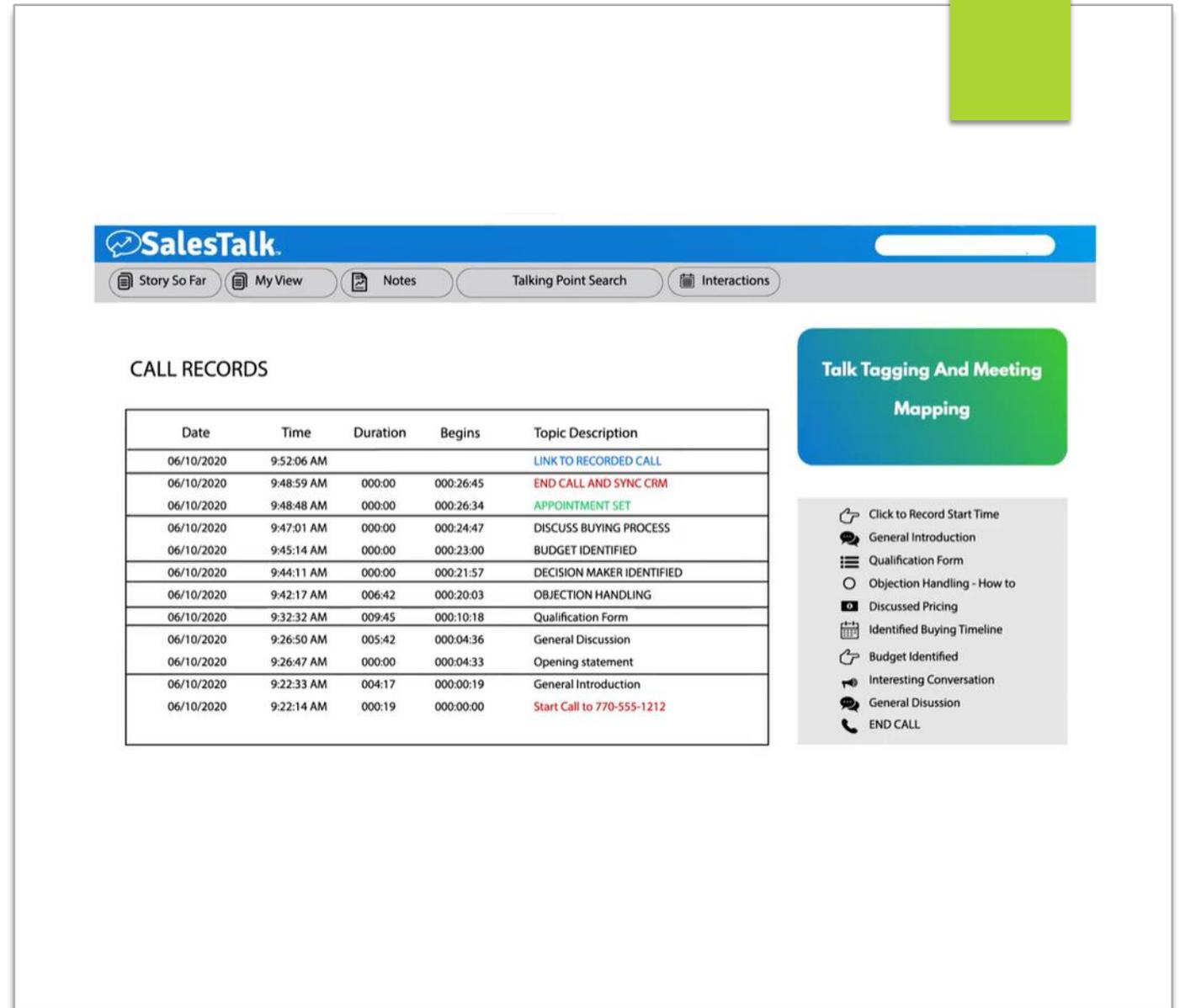
**Conversation Trackers** can be regenerated during the call based upon the actual time key points are discussed and as the information on the prospect evolves.

# The Story So Far

Our **Story So Far** will provide the details of every call in a streamlined way... making your life easier.

This custom **Call Map** gives you a link to the recorded call, with time stamps of all the points of interest within that call.

Maximize your time efficiency and turn your **Call Recording** software into an effective tool instead of a burden.



The screenshot displays the SalesTalk interface. At the top, there is a blue header with the SalesTalk logo and a search bar. Below the header, a navigation bar contains buttons for 'Story So Far', 'My View', 'Notes', 'Talking Point Search', and 'Interactions'. The main content area is titled 'CALL RECORDS' and features a table with the following data:

Date	Time	Duration	Begins	Topic Description
06/10/2020	9:52:06 AM			<a href="#">LINK TO RECORDED CALL</a>
06/10/2020	9:48:59 AM	000:00	000:26:45	END CALL AND SYNC CRM
06/10/2020	9:48:48 AM	000:00	000:26:34	APPOINTMENT SET
06/10/2020	9:47:01 AM	000:00	000:24:47	DISCUSS BUYING PROCESS
06/10/2020	9:45:14 AM	000:00	000:23:00	BUDGET IDENTIFIED
06/10/2020	9:44:11 AM	000:00	000:21:57	DECISION MAKER IDENTIFIED
06/10/2020	9:42:17 AM	006:42	000:20:03	OBJECTION HANDLING
06/10/2020	9:32:32 AM	009:45	000:10:18	Qualification Form
06/10/2020	9:26:50 AM	005:42	000:04:36	General Discussion
06/10/2020	9:26:47 AM	000:00	000:04:33	Opening statement
06/10/2020	9:22:33 AM	004:17	000:00:19	General Introduction
06/10/2020	9:22:14 AM	000:19	000:00:00	Start Call to 770-555-1212

To the right of the table is a 'Talk Tagging And Meeting Mapping' legend. It includes a list of tags with corresponding icons: 'Click to Record Start Time', 'General Introduction', 'Qualification Form', 'Objection Handling - How to', 'Discussed Pricing', 'Identified Buying Timeline', 'Budget Identified', 'Interesting Conversation', 'General Discussion', and 'END CALL'.

# Content Feedback



FEEDBACK FOR 'CONFIRM PURCHASE PROCESS'

Usefulness  Applicability  Effectiveness  Clarity  Accuracy  Readability

Feedback Comments

OK Cancel

Activity Analytics Dashboard

Export To Excel Refresh Grid Talking Point Feedback and Ratings Date range used: 10/06/2012 - 10/07/2022 (Talking Point Feedback and Ratings)

Talking Point Name	Created	Rep Name	Usefulness	Applicability	Effectiveness	Clarity	Accuracy	Readability	Feedback Text	View
--- OFFER 60 DAY DELAYED BIL...	04/22/2020 04:13	David Super User...	100	100	100	100	100	100	Amazingly, this TP needs no body.	<a href="#">View</a>
--- 4 Virtual Selling Tools to SX Your...	08/19/2021 19:44	View Recorded W...	2						Usefulness 2	<a href="#">View</a>
--- Reimagine Podcasting - Two Ex...	06/21/2021 00:13	KnowItAll	1	1					Usefulness 1, Applicability 1	<a href="#">View</a>
Coach Me On Strategic Value	07/16/2020 14:31	Richard Brock							this needs more details	<a href="#">View</a>
Coach Me On Strategic Value	03/18/2020 14:09	David Gray	46	46	46	46	46	46	Even with the camera off.	<a href="#">View</a>
Coach Me On Strategic Value	03/18/2020 14:07	David Gray	46	46	46	46	46	46	This is odd. It's working today.	<a href="#">View</a>
Coach Me On Strategic Value	03/18/2020 14:04	David Gray	46	46	46	46	46	46	I can send feedback.	<a href="#">View</a>
General Introduction	09/15/2020 16:24	Richard Brock	125						kdskdkdkd	<a href="#">View</a>
General Introduction	07/17/2020 15:13	Richard Brock	3						Usefulness 3	<a href="#">View</a>
Our mission at SalesTalk - TH	05/11/2020 17:34	David Gray	100	100	100	100	100	100	I created this note while running SalesTalk inside HubSp...	<a href="#">View</a>
Our mission at SalesTalk - TH	05/11/2020 17:23	David Gray	13	19		16	14	18	stuff	<a href="#">View</a>
Qualification Form	09/24/2020 17:33	David Super User...	10	10	10	80	10	90	While it's a good example of an information collection for...	<a href="#">View</a>
Qualification Form	06/26/2020 19:49	Richard Brock	2						too detailed	<a href="#">View</a>
Qualification Form	06/02/2020 14:12	David Gray	99	99	99	99	99	99	Add HubSpot to the CRM list.	<a href="#">View</a>
Qualification Form	03/18/2020 14:11	David Gray	99	99	99	99	99	99	This is good. It's working correctly inside Google Chrome...	<a href="#">View</a>
ST WA Insights	05/27/2020 21:15	David Super User...	90	45	88	12	44	85	This is good.	<a href="#">View</a>
ST WA Overview	02/06/2020 15:16	SalesRelevance...	1	120000					this is a great feature	<a href="#">View</a>

Useful2Me™ - Feedback on the Content (Talking Points) and Conversation Trackers is easily given with this helpful tool!

Users, especially sales reps, like to give their feedback if it is easy, but few will take the time to give feedback if it is difficult or time consuming.

Managers and Marketing Teams can easily review **ALL** feedback given by looking at the **Talking Point Feedback & Ratings Report**

# AI Generated Emails

- ◆ The **What2Send™** module allows each sales rep to automatically generate relevant, customized emails for each prospect and every call through the entire sales cycle.
- ◆ Regular, relevant emails to prospects reinforce points made and separates you from your competitors. All with a simple click of a button!

The screenshot displays the 'Email Follow-up' interface. At the top, a navigation bar includes 'Story So Far', 'My View', 'Notes', 'Email', 'Marketing', 'Talking Point Search', 'C I Insights', and 'Message'. Below this, the 'Email Follow-up' section contains a form with a recipient field (stephanie@salestalk.ai) and a subject field ('Enter Email Subject Here..'). To the right of the subject field are three checked checkboxes: 'Send me a copy of this email', 'Alert me if the email is opened', and 'Alert me if any links are clicked', along with an unchecked 'Show CC field' option. Below the form are buttons for 'Send Email', 'Send Me Preview', 'Email Signature', 'Email Templates', and 'Refresh Email'. An 'Attach File' button is located on the far right. The main content area is a rich text editor with a toolbar showing various formatting options. The email body text is as follows:

Stephanie,

**SalesTalk's Relevant2Me+Thee**

AI Generated Personalized Sales Playbooks, Emails and Prospect Data Views . . . . .

Personalizing What we Say, What we See, and What We Send to Prospects using the AI guided Sales Best Practices applied to the specific information about each Prospect

When a prospect says, "that sales rep really knows what they are talking about", aren't they really saying "that rep is talking about what I want to talk about"?

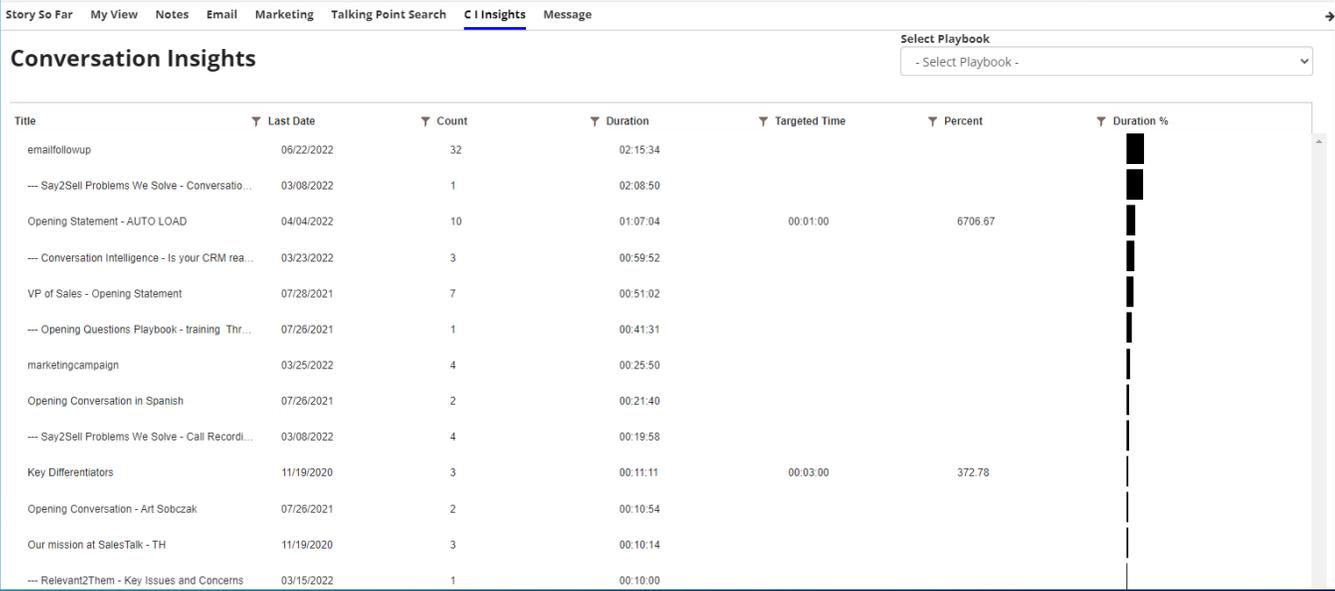
Prospects only give Sales Reps their attention when they perceive that the Rep is Relevant. To be Relevant, Sales Reps can use Sales Playbooks to know what to "Say" in each conversation with the prospect. But most reps don't use Playbooks because they overwhelm Reps with too much information. SalesTalk solves this problem by personalizing the Playbook to the unique attributes of the sales Prospect at the time they are preparing for the call.

Relevant2Me+Thee can also create a Personalized View of the information in the CRM system. . . . . and present specific email content that is Relevant to that prospect at that time which makes sending Relevant emails more efficient and

# Conversation Insights

An **INSTANT** report that is *specific* to the lead record you are reviewing

- ◆ **Last Date** - The last date a subject was discussed
- ◆ **Count** – The number of times the subject was discussed
- ◆ **Duration** - The total time a subject was discussed
- ◆ **Targeted Time** - lets the Rep and the Sales Manager know how well the rep is following the recommended best practices
- ◆ **The % of Targeted Time** - makes deviation from this important metric easy to see.



Title	Last Date	Count	Duration	Targeted Time	Percent	Duration %
emailfollowup	06/22/2022	32	02:15:34			
--- Say2Sell Problems We Solve - Conversatio...	03/08/2022	1	02:08:50			
Opening Statement - AUTO LOAD	04/04/2022	10	01:07:04	00:01:00	6706.67	
--- Conversation Intelligence - Is your CRM rea...	03/23/2022	3	00:59:52			
VP of Sales - Opening Statement	07/28/2021	7	00:51:02			
--- Opening Questions Playbook - training Thr...	07/28/2021	1	00:41:31			
marketingcampaign	03/25/2022	4	00:25:50			
Opening Conversation in Spanish	07/26/2021	2	00:21:40			
--- Say2Sell Problems We Solve - Call Recordi...	03/08/2022	4	00:19:58			
Key Differentiators	11/19/2020	3	00:11:11	00:03:00	372.78	
Opening Conversation - Art Sobczak	07/26/2021	2	00:10:54			
Our mission at SalesTalk - TH	11/19/2020	3	00:10:14			
--- Relevant2Them - Key Issues and Concerns	03/15/2022	1	00:10:00			

The last column is a graphical representation of the % of the total time (Duration) that a subject was discussed.

# Click2Know™

Take your call review a step further. Greater insights into sales calls with a 3D approach.

## Hear The Call



The recorded call or meeting segment of interest just by clicking on the discussion of interest in the Story So Far.

## See The Interactions



The interactions between the rep and their prospects in recorded video calls.

## Read The Transcription

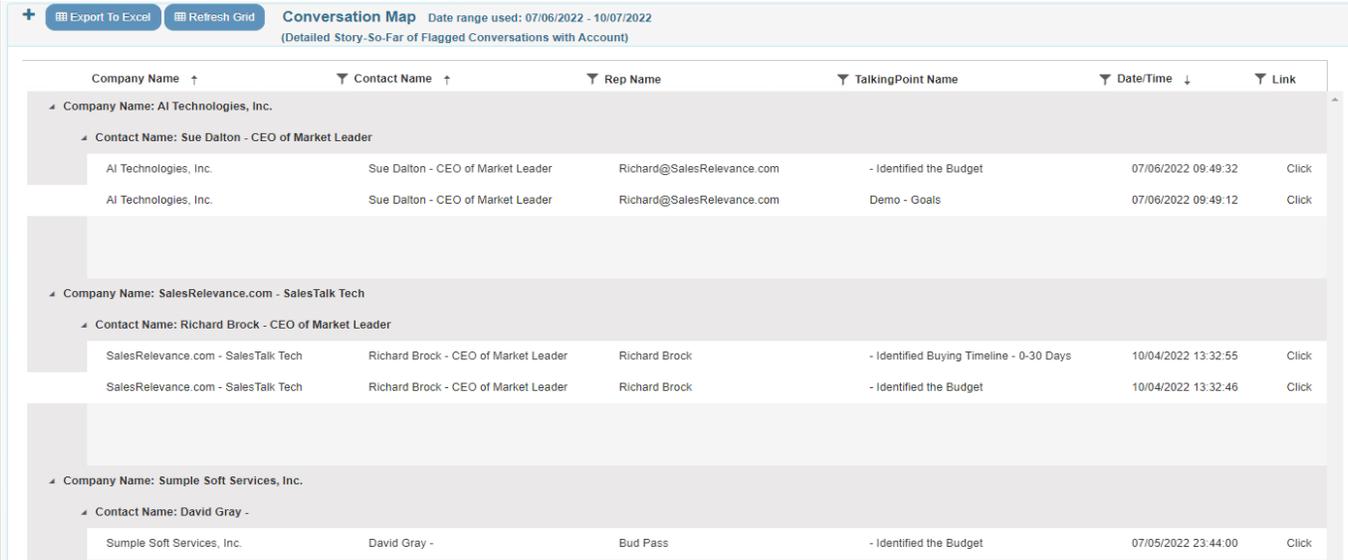


Transcription is provided as a third tool for call reviewing.

# “Flagged” Reporting For Managers

The **Conversation Map Report** shows any discussions that occurred during a selected period where subjects of interest (like “Discussed the Purchase Process” for over 3 minutes) is automatically flagged for the Sales Manger to review.

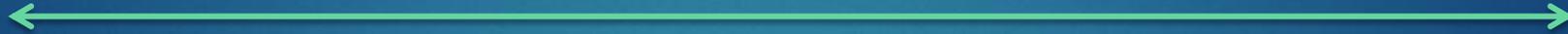
This report is tailored for what *each* sales manager wants to see and can be run on demand for any time period, sales rep, or contact list. It even includes a link back to the lead record for the manager’s convenience.



The screenshot displays a web interface for a 'Conversation Map' report. At the top, there are buttons for 'Export To Excel' and 'Refresh Grid', followed by the report title 'Conversation Map' and the date range 'Date range used: 07/06/2022 - 10/07/2022'. Below this is a subtitle '(Detailed Story-So-Far of Flagged Conversations with Account)'. The main content is a table with columns: Company Name, Contact Name, Rep Name, TalkingPoint Name, Date/Time, and Link. The table is organized into sections by company name, with expandable rows for each company. The first section is for 'AI Technologies, Inc.' with contact 'Sue Dalton - CEO of Market Leader', showing two rows of conversations. The second section is for 'SalesRelevance.com - SalesTalk Tech' with contact 'Richard Brock - CEO of Market Leader', showing two rows. The third section is for 'Sumple Soft Services, Inc.' with contact 'David Gray -', showing one row.

Company Name	Contact Name	Rep Name	TalkingPoint Name	Date/Time	Link
Company Name: AI Technologies, Inc.					
Contact Name: Sue Dalton - CEO of Market Leader					
AI Technologies, Inc.	Sue Dalton - CEO of Market Leader	Richard@SalesRelevance.com	- Identified the Budget	07/06/2022 09:49:32	Click
AI Technologies, Inc.	Sue Dalton - CEO of Market Leader	Richard@SalesRelevance.com	Demo - Goals	07/06/2022 09:49:12	Click
Company Name: SalesRelevance.com - SalesTalk Tech					
Contact Name: Richard Brock - CEO of Market Leader					
SalesRelevance.com - SalesTalk Tech	Richard Brock - CEO of Market Leader	Richard Brock	- Identified Buying Timeline - 0-30 Days	10/04/2022 13:32:55	Click
SalesRelevance.com - SalesTalk Tech	Richard Brock - CEO of Market Leader	Richard Brock	- Identified the Budget	10/04/2022 13:32:46	Click
Company Name: Sumple Soft Services, Inc.					
Contact Name: David Gray -					
Sumple Soft Services, Inc.	David Gray -	Bud Pass	- Identified the Budget	07/05/2022 23:44:00	Click

# Suggestions2U™



**Select User Name and/or Suggestions 2 U™**

Optionally Select User Name

Optionally Select Suggestions 2 U™

Optionally Enter Suggestions 2 U™ Text

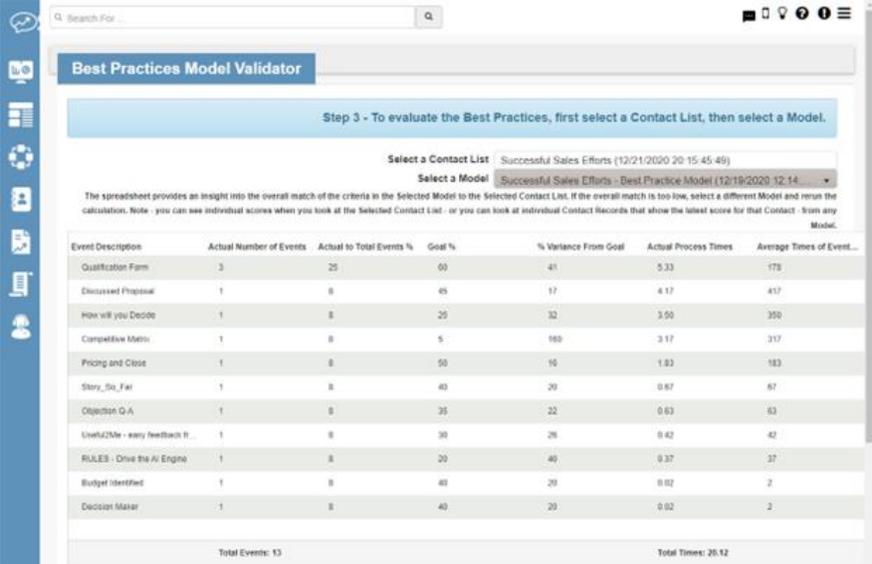
After reviewing their sales reports, Managers can easily send **Suggestions2U™** to their sales reps.

These specific deal suggestions are added to the **Story So Far** for context and are also sent by *email* or *text message*, so the rep is sure to see them.

# Best Practices Validator

The **Best Practice Model Validator** is the first step towards creating accurate Forecasting.

By analyzing the interactions that were completed in the deals that closed, the system will help you create a **Best Practices Model** that can be replicated by *ALL* reps.



Best Practices Model Validator

Step 3 - To evaluate the Best Practices, first select a Contact List, then select a Model.

Select a Contact List: Successful Sales Efforts (12/21/2020 20:15:45:49)

Select a Model: Successful Sales Efforts - Best Practice Model (12/19/2020 12:14:...

The spreadsheet provides an insight into the overall match of the criteria in the Selected Model to the Selected Contact List. If the overall match is too low, select a different Model and rerun the calculation. Note - you can see individual scores when you look at the Selected Contact List - or you can look at individual Contact Records that show the latest score for that Contact - from any Model.

Event Description	Actual Number of Events	Actual to Total Events %	Goal %	% Variance From Goal	Actual Process Times	Average Times of Event...
Qualification Form	3	20	60	41	5.33	178
Discussed Proposal	1	8	45	17	4.17	417
How will you Decide	1	8	20	32	3.50	350
Competitive Matrix	1	8	5	168	3.17	317
Pricing and Close	1	8	50	16	1.83	183
Story_So_Far	1	8	40	20	0.87	87
Objection Q/A	1	8	35	22	0.63	63
UsefulQMe - easy feedback fr...	1	8	30	28	0.42	42
RULES - Drive the AI Engine	1	8	20	40	0.37	37
Budget Identified	1	8	40	20	0.02	2
Decision Maker	1	8	40	20	0.02	2
Total Events: 13					Total Times: 26.12	



# Forecasting4U™

Take the guesswork or "subjective forecasting" out of the equation and turn sales forecasting into an actionable, **OBJECTIVE** tool.

Activity Analytics Dashboard

+ Export To Excel Refresh Grid Sales Forecast Date range used: 03/01/2022 00:00:00 - 01/06/2023  
(Sales forecasted for a period of time)

Rep Name ↑	Company Name ↑	Contact ↑	Close Date ↓	Subjective Probability ↓	Objective Probability ↓	Revenue	Stage	View
▶ Rep Name:								
▶ Rep Name: Rachel Kubel								
▶ Rep Name: Stephanie Foster								
Stephanie Foster	BBA Company	ELENI GOMEZ	05/31/2022	90	75	45000	Sales Ready	<a href="#">View</a>
Stephanie Foster	BEDLOFT COM FRIDGE	JOSEPH BASKIN	05/31/2022	50	25	60000	Qualified	<a href="#">View</a>
Stephanie Foster	BLYTHEVILLE ANIMAL HOS...	ROBERT BURNS	05/31/2022	50	50	90000	Forecasted	<a href="#">View</a>
Stephanie Foster	CASCADE NETS INC	JANET WANCZYK	05/31/2022	25	10	120	Demo	<a href="#">View</a>
Stephanie Foster	FULL MOON BUILDERS	MARK ESTRUM	05/31/2022	75	90	60000	Quote Sent	<a href="#">View</a>
						Total 255120		

## Effective Sales Behavior Modeling

Utilize objective probability to identify top performer behaviors

## Topic Tracking On Won Sales

Track the topics that top performers are consistently using

## Accurate Data Comparison

Compare close probabilities from reps versus the AI engine generated probability to close for more accurate sales forecasting

# What2Know

20+ Reports that track and analyze sales activities to discover what is working throughout the sales and marketing process.

The screenshot displays the 'Activity Analytics Dashboard' interface. On the left is a vertical sidebar with 20+ report icons. The main area features a search bar at the top, followed by filters for 'Begin Date/Time', 'End Date/Time', 'Company Name', and 'User/Rep Name'. Below these are buttons for various reports like 'Detailed ROI and Margin', 'Summary ROI and Margin', 'Rep Talking Points', etc. The central part of the dashboard shows a table of activity details for 'Account Details' (Date range: 01/08/2022 - 04/09/2022). The table has columns for Company Name, Contact Name, Rep Name, TalkingPoint Name, Date/Time, and Link. The data is organized into expandable sections for different companies.

Company Name	Contact Name	Rep Name	TalkingPoint Name	Date/Time	Link
Company Name: ABC Company					
Contact Name: Stephanie Johnson - CEO of Market Leader - Saas Industry					
Company Name: AI Technologies, Inc.					
Contact Name: Sue Dalton - CEO of Challenger Company					
AI Technologies, Inc.	Sue Dalton - CEO of Challenger Company	Richard Brock	emailfollowup	03/22/2022 08:54:51	Click
AI Technologies, Inc.	Sue Dalton - CEO of Challenger Company	Richard Brock	marketingcampaign	03/22/2022 08:48:51	Click
AI Technologies, Inc.	Sue Dalton - CEO of Challenger Company	Say2Sell4InsuranceAgents Admin	emailfollowup	03/17/2022 21:30:41	Click
AI Technologies, Inc.	Sue Dalton - CEO of Challenger Company	Richard Brock	Qualification Form	03/17/2022 21:28:21	Click
AI Technologies, Inc.	Sue Dalton - CEO of Challenger Company	Richard Brock	Implementation is Easy	03/17/2022 21:28:17	Click
AI Technologies, Inc.	Sue Dalton - CEO of Challenger Company	Richard Brock	TalkTagging is Essential	03/17/2022 21:28:13	Click
AI Technologies, Inc.	Sue Dalton - CEO of Challenger Company	Richard Brock	SalesTalk Introduction	03/17/2022 21:28:09	Click
AI Technologies, Inc.	Sue Dalton - CEO of Challenger Company	Richard Brock	Opening Statement - AUTO LOAD	03/17/2022 21:27:53	Click
AI Technologies, Inc.	Sue Dalton - CEO of Challenger Company	Richard Brock	emailfollowup	03/17/2022 16:42:23	Click
AI Technologies, Inc.	Sue Dalton - CEO of Challenger Company	Richard Brock	emailfollowup	03/17/2022 15:49:58	Click
AI Technologies, Inc.	Sue Dalton - CEO of Challenger Company	Richard Brock	emailfollowup	03/17/2022 15:49:34	Click
AI Technologies, Inc.	Sue Dalton - CEO of Challenger Company	Richard Brock	emailfollowup	03/17/2022 15:42:39	Click
Company Name: All_One_Financial_Group					