# SAY2SELL

INTELLIGENT CONVERSATIONS

SAY2SELL

Say2Sell is **a virtual selling platform that provides content across the sales lifecycle**. With powerful search, scoring, syncing and reporting, Say2Sell closes the loop between marketing, sales, and customers and helps teams track content performance from **publication to pitch.**

PROBLEMS YOU CAN SOLVE WITHIN YOUR MARKET
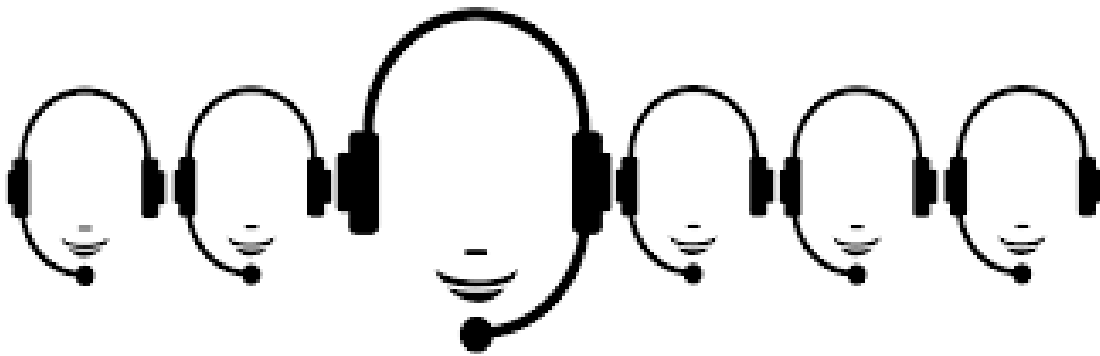
01 **Call recording** – sales managers are not often present with their reps during their calls, and therefore have begun to **rely** on call recording to help review conversations they did not hear live.

However, sales managers **don't have time** to listen to **all** their reps' recorded calls, **even though** they are still held accountable for the results as they determine their **forecasting outcomes.**

SalesTalk **allows** the manager to **quickly listen** to **just** the parts of the calls they find **important** based upon what subjects were discussed within a call.

02 **Keyword analysis –** while this is a major step **forward** in the Conversational Intelligence space, it leaves a lot of room for human and **AI error**.

In order for a call to **accurately** depict what **keywords** were discussed, two things must happen:

First, the rep **must use** the exact keyword or **phrase** in the **exact context** that the manager is wanting to hear.

Second, the AI **must** be able to **clearly** understand them. For example: If a sales manager wants to ensure that their reps are **overcoming objections** within their calls, the rep is going to **have** to say the **precise words** that the AI needs to hear, **as well** as try and **overcome** that objection.

If you are a company that uses **very specific** scripting this may be **sufficient – however** in all other cases, it is **problematic.**

b. SalesTalk focuses on **SUBJECT** analysis.

With a **simple click of a mouse** the rep will **identify** a **subject** they discussed, and the **system** will **track** how **long** they discussed **that subject** until they have indicated a **change** in subject.

Again, this **allows** the managers to **review** the calls more **efficiently** and quickly **because** they **don't** have to **sort** through **all** the **different times** a specific word came up, they can **focus** on the **subjects** that are of most interest to them.

Why Accuracy Matters...

03 **CRM accuracy –** Most companies **currently rely** on the reps to **manually update** their **CRMs** after a call or at the **end of the day**, which can be difficult to **accurately remember** and document everything that was discussed in **every call.**

This can lead to **inaccurate and incomplete** lead records and **poor conversion** and close rates if the lead is being handed off to the next level (i.e.a SDR to an AE).

a. Sales Talk's Story So Far **solves two problems** here:

One – it **allows** the rep to make the **notations** needed to **update** the **CRM** by **simply clicking** on the **subjects** and **topics discussed** in the call – **as** they are discussing the topic - so they **don't have to remember** everything that happened or worry about taking notes.

Two – The Story So Far **creates a call map** of all interactions that have taken place with a prospect or customer - **including calls, emails** and **even if** they **watched video** content you sent them.

Not only is this helpful for the rep to be able to **pick up** right where they left off, but it **allows** anyone who is **taking over** the account to have **relevant** topics to discuss even if it is the first time they are speaking to the prospect/customer.

04 **Click2Know -** Our Click2Know feature allows sales leaders to **now access** video calls as **easily** as they have traditional call recordings, enabling them to **easily** go **directly** to the important parts of the call to listen to what was said and to see the interactions for themselves.

By looking at the **Story So Far**, sales leaders can see **all topics discussed** on the call, the **duration** the topic was discussed (a key indicator of interest), **and** where in the call the topic was discussed.

A **simple click** of the mouse takes you directly to that part of the call, maximizing your call review time.
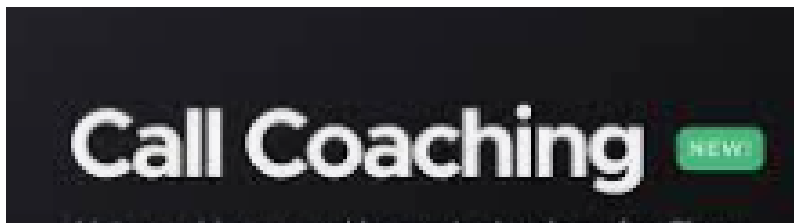
Call Coaching **NEW!**

05 **Coaching** – All companies these days provide **some level** of reporting and **analytics** into what happens **during** and **after** a sales call and from there it is **up to the sales manager** to take those insights and **turn them** into **actionable coaching** opportunities to **drive improvement** in your reps' performance.

SalesTalk approaches coaching from a **peer comparison** view.

With our **Conversational Insights** report, sales managers can view **exactly** how long a subject is **discussed** as well as the **frequency** and **recency** it was discussed and **compares** it to the **time spent** on those same subjects by **top performing** reps with those at the **middle of scale** and those **at the bottom**.

This tool is **invaluable** for those in a **WFH** (Work From Home) environment since reps can no longer sell alongside their peers and gain their tips and tricks for success.

Knowing how **top performers** are **spending** most of their time discussing particular subjects, and in **what sequences** and **frequencies** are key indicators for sales managers to use to establish **and** coach to best practices and results.