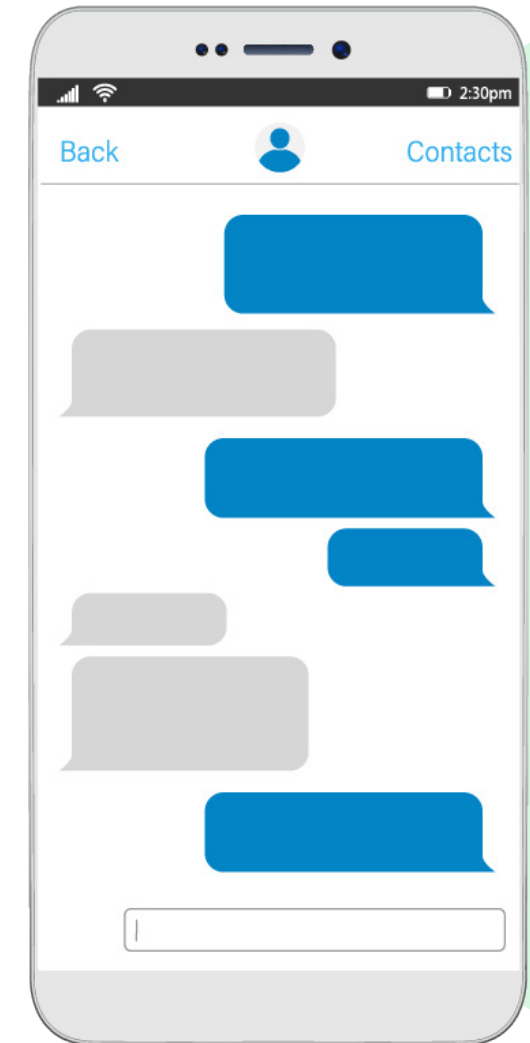# The Sales Leader's Guide to Conversation Intelligence

How to find the right solution for your sales team

gryphon.ai

Built for sales teams by sales leaders

The Sales Leader's Guide to Conversation Intelligence

As organizations are growing their tech stacks to assist their teams through the remote sales process, a conversation intelligence tool can offer insights into prospect and customer conversations to help drive more revenue.

Sales teams are the heart of customer communication and revenue potential for the organization. As a leader, you only have so many hours in a day to participate in live sales calls. With a conversation intelligence solution, you can quickly identify coaching needs and empower reps to gain insights into each interaction with their customers and prospects to improve future performance.

If you are looking to utilize one of these tools at your organization, this guide will demonstrate the following:

1. What conversation intelligence looks like in today's sales tech stack

2. How conversation intelligence can benefit your sales team

3. What to look for in a conversation intelligence provider

4. Features to look for in a solution, including live in-moment coaching

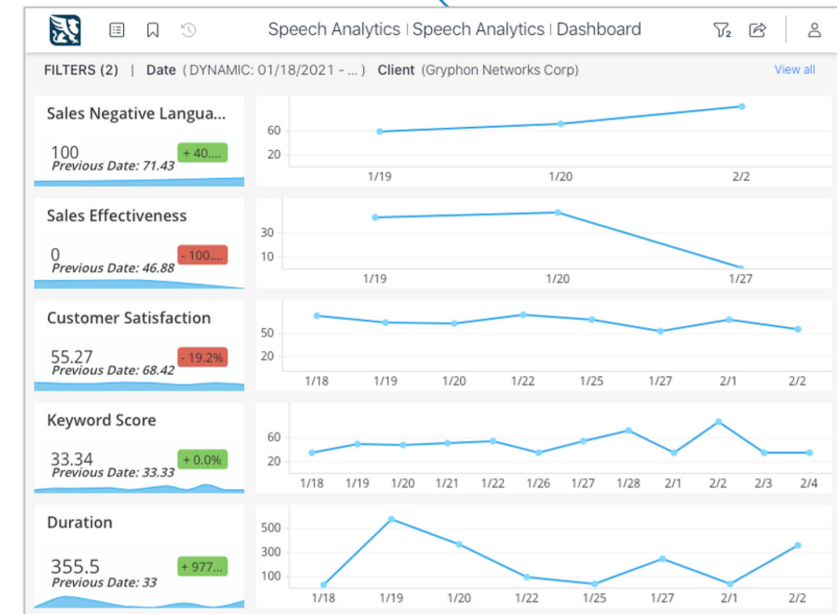# What Conversation Intelligence Looks Like in Today's Sales Tech Stack

Combining speech analytics capabilities and artificial intelligence (AI), conversation intelligence records and transcribes calls in real-time to analyze every customer interaction. In some cases, technology providers are able to leverage this intelligence to provide in-moment, AI-trained live coaching tips to guide reps to more productive conversations and progress deals faster.

With this tool, sales leaders are provided with insights into key metrics and can use these findings to improve their teams' win rates.

Advanced conversation intelligence captures key indicators such as **customer sentiment, script adherence, keywords, and more in real-time, automatically recording, transcribing, and scoring calls for performance analysis**.

With this technology, managers have a full understanding of their reps' conversations with prospects without having to be present for every call.

Conversation intelligence captures and analyzes conversations between salespeople and prospects to identify best practices and data-driven insights to help progress deals faster and drive more revenue.

Speech Analytics | Speech Analytics | Dashboard

FILTERS (2) | Date (DYNAMIC: 01/18/2021 - ...) Client (Gryphon Networks Corp) View all

Sales Negative Langua...
100 + 40....
Previous Date: 71.43

Sales Effectiveness
0 -100...
Previous Date: 46.88

Customer Satisfaction
55.27 -19.2%
Previous Date: 68.42

Keyword Score
33.34 + 0.0%
Previous Date: 33.33

Duration
355.5 + 977...
Previous Date: 33

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How Conversation Intelligence Can Benefit Your Sales Team

With this technology, sales leaders are able to uncover valuable insights and make better, data-driven decisions for their sales teams.

Using a conversation intelligence tool, your team can:

Accelerate onboarding by 35% to supercharge the productivity of new hires

Improve training with recordings so reps can learn from the content of the calls

Speed up the sales cycle by proactively identifying keyword trends and competitor insights

Coach reps to higher performance with AI-powered analytics and insights

#1 Accelerate Onboarding

One-in-five employees leaves a role within the first 45 days – often before their job has come into full swing or they are fully onboard. With conversation intelligence technology, sales leaders can accelerate onboarding and reduce employee churn by providing new hires with a week's worth of onboarding knowledge on day one.

Conversation intelligence provides an environment of constant learning for reps even as they onboard remotely so that they can absorb best practices quickly and stick to them from the get-go. Every call your reps make is captured, providing new hires with real examples of prospect conversations and demonstrating what success sounds like over the phone.

Conversation intelligence provides an environment of constant learning for reps even as they onboard remotely.

Faster Ramp of New Sales Talent

Sales leaders can utilize the call recordings of top performers to build out onboarding programs for new hires. Letting reps listen in to calls, rather than having them read through pages of onboarding materials, simply makes for a more effective onboarding experience.

With a high-quality conversation intelligence solution, artificial intelligence (AI) and machine learning accurately evaluate and identify initial training gaps to make personalized recommendations for virtual coaching modules – so reps can access the structured onboarding they need regardless of location.

#2 Improve Training

As your sales team is working from home, you may find yourself wondering how you can continue to successfully train reps while the only face-to-face interactions you have are through web meetings. With conversation intelligence technology, training sales reps remotely becomes as effective in-person training.

The ability to listen to completed calls may be a sales leader's best training asset, as it gives them the ability to identify what questions, keywords, and sentiments lead to successful conversations. Conversation intelligence enables leaders to identify and eliminate any negative behaviors before they become habits. It is a combination of the people, process, and technology working together that makes the difference when it comes to training success at your organization.

The ability to listen back to calls may be a manager's best training asset, as it gives them the ability to identify what questions, keywords, and sentiments lead to successful conversations.

More Effective Training for Your Reps

While working remotely, a rep may feel that they aren't getting enough feedback from their manager, causing them to be disengaged or unsuccessful in the role. Reviewing calls and identifying areas of improvement with conversation intelligence allows management to provide constructive training and set reps on the right path. It also enables reps to self-evaluate in real-time to immediately impact their future performance.

Conversation intelligence can provide teams with the ability to invest in continuous improvement and revenue growth.

#3 Speed Up the Sales Cycle

Conversation intelligence uses high-powered artificial intelligence (AI) to scale and accelerate your sales team, helping organizations transform conversations into actionable insights and progress deals faster. If your sales team is struggling with progressing deals through the pipeline, conversation intelligence will identify areas where reps are struggling in the conversation and help you develop a playbook for improvement to help progress deals through your pipeline.

In some advanced technology, conversation intelligence tools are able to transcribe calls in real-time and offer in-the-moment content guidance in the form of coaching cards. This newer technology helps reps accelerate deals the moment a key opportunity arises during a live call. This valuable coaching not only helps progress deals, but enables reps to ramp quicker, follow scripts and sales processes, and provide a quality prospect experience.

Utilize conversation intelligence to identify areas where reps are struggling in the conversation and develop a playbook for improvement to help progress deals through your pipeline.

Help Reps with Every Conversation

With conversation intelligence, sales leaders can utilize call recordings and live coaching to:

- **Compare the data of successful calls** versus calls where an opportunity was lost
- Listen to how a prospect spoke about your competitors on a call and **assess how to better position yourself on future calls**
- Understand what questions successful reps are asking prospects to **progress conversations to next steps**
- Listen for sentiment and script adherence to **identify best practices**
- **Identify where reps are struggling** within a conversation to improve those moments to help their conversations progress

With every conversation that your salespeople have available at your fingertips, conversation intelligence helps to make your data organized for easy understanding and actionable for faster deal progression.

#4 Coach Reps Up Using Analytics

Using conversation intelligence, every sales call your reps make is recorded and transcribed to provide coaching insights and optimize the effectiveness of your dispersed team. Data is captured for analysis so sales leaders can better identify where coaching initiatives are needed without having to be in the office. Additionally, calls are scored in real-time so managers and reps can be alerted of which calls need review, saving them time and eliminating the need to review hours of sales calls.

Utilize conversation intelligence to identify areas where reps are struggling in the conversation and develop a playbook for improvement to help progress deals through your pipeline. For your sales team to effectively retain the information learned at initial training sessions, make sure to have frequent coaching sessions with reps and listen back to their calls on a weekly basis. Automated transcription helps identify your top performers so you can apply those best practices to the rest of your team.

Conversation intelligence saves managers and reps time, eliminating the need to review hours of sales calls.

Real-Time and Post-Call Insights

To further optimize the effectiveness of your reps, advanced conversation intelligence solutions offer a unique package of real-time coaching insights and post-call recordings and analytics.

This feature allows sales leaders to listen in to live calls and coach reps in real-time. Using machine learning, coaching bots identify speech patterns over time to coach reps through a call, providing them with the best questions to ask a prospect or guiding them through an objection – all in real-time.

What to Look for in a Provider

Before investing in a conversation intelligence tool, here are a few considerations to help find the right solution for your sales team:

1 **Start by asking, "What problem is your organization facing that could be solved with a conversation intelligence solution?"** Your concerns may be:

- More informed coaching and sales leader time management
- Onboarding new hires talent to get to quota faster
- Better pipeline management and faster deal progression
- All of the above

Once you can identify your organizations top priorities, you can better identify which solution will be the right fit for your team.

2 **What is the calling process like at your organization?** Consider the volume of calls your team is making and receiving and how many participants are on each call. Look for a solution that can capture and analyze information from even the highest volume of calls and provide you with actionable insights in a user-friendly format.

Ensure you are selecting a provider with the highest quality audio options that integrate with mobile and external phones. This is critical for accurately capturing data that will feed the intelligence behind your data-driven decisions.

What to Look for in a Provider

3 **Ask whether a provider uses their own telephony system**; a provider with their own network can better ensure clarity and quality of call recordings, transcriptions, and insights.

Many companies struggle with suboptimal telephony that produces unreliable, fuzzy or poor data quality, reducing the ability for sales to build pipeline and progress deals. This same telephony is feeding inaccurate data into your sales tech stack, which is the intelligence driving major sales decisions.

Many providers offer telephone services at a per-minute cost, in addition to the cost of the conversation intelligence technology. Understanding these additional costs up front reduces budget friction in the future.

4 **Ensure your provider is DNC and TCPA compliant.**
A good telephone provider will be able to automatically flag DNC calls and ensure TCPA compliance is met without your reps having to worry about what numbers they are calling. These violations are costly for an organization and working with a telephone provider through your conversation intelligence platform ensures protection for your organization, regardless of whether they are calling from their office, home or mobile phone while making sales calls.

Features to Look for in a Solution

A conversation intelligence provider should equip your organization with standard features including automatic call recording, real-time transcription, dashboard analytics, keyword filtering, and more.

Here is a full checklist of features to look for:

☒ Call recording	☒ Libraries
☒ Call analysis	☒ Real-time alerts
☒ Call transcription	☒ Real-time coaching
☒ Call sharing	☒ Real-time commenting/notetaking
☒ Multiple speaker separation	☒ CRM integrations
☒ Keyword search	☒ Mobile App access
☒ Scorecards	

10:49AM: [prospect]
"How does your platform compare against the other sales acceleration tools in the space?"

36 minutes, 17 seconds

Call Transcription: Vectix Pharma / Demo

05:20

A provider that offers these qualifications can be considered reliable to offer a top-tier solution to fit your organization's needs and solve any pains that your remote team may be experiencing.

Key Takeaways

In summary, here are three points to remember when considering a conversation intelligence solution:

The Value of Conversation Intelligence

- As a sales leader, you only have so many hours in a day to participate in live sales calls. With a conversation intelligence solution, you can quickly identify coaching needs and gain insights into each customer interaction.

Consider Telephony

- When considering a conversation intelligence provider, take into account if a provider uses their own telephony system; a provider with their own network can better ensure clarity and quality of call recordings, transcriptions, and insights.

The Features of Technology

- There are several considerations to look for, but a top-tier solution will equip your organization with features including automatic call recording, real-time transcription and coaching, dashboard analytics, keyword filtering, and more.

About Gryphon

Gryphon's Conversation Intelligence solution automatically captures and records all sales conversations made from any device in real-time. Our solution, built on Gryphon's own telephony network to guarantee quality of data, uses AI and machine learning to identify key moments of a conversation and provide keywords, battlecards, and guided coaching during live calls to improve pipeline progression.

Gryphon.ai provides the only end-to-end sales acceleration platform with a carrier-grade network infused with business intelligence and AI. The Gryphon ONE platform enables you to onboard reps faster, improve top-of-funnel activity, accelerate deals through the funnel, streamline customer onboarding, and mitigate compliance risk all in a single solution.

For more than 20 years, we have supported our clients' growth initiatives by aligning sales and marketing functions to deliver measurably higher sales results. As an innovator of sales performance technology, we work with Fortune 500 companies, as well as small and medium-sized businesses across a variety of industries to significantly improve revenue performance.

Learn more about Gryphon's conversation intelligence solution and how this technology can boost sales effectiveness and help your team drive more revenue. Schedule a demo today!

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