How Data Mining is Turning the Art of Sales into a Learnable Science

And what we learned from analyzing 1M sales conversations with AI...
Dr. Omri Allouche
Head of Research, Gong.io
Teacher, Bar Ilan University
The typical marketing meeting, 20 years ago...
The typical marketing meeting TODAY...
Marketing

Total Visitors Past 30 Days

4,756 ▲16%

New v Returning Visitors

7,341 Total Visitors
22.73% Average Returning Visitors

Top 10 Website Lead Sources

- Facebook: 100
- m.facebook.com: 90
- Google: 50
- (direct): 30
- Instagram: 20
- Twitter: 10

Site Visitor Overview

Top Ten Browsers

- Chrome: 48.43%
- Safari (in-app): 23.44%
- Android Webview: 15.21%
- Safari: 8.82%
- Internet Explorer: 1.14%
- Android Browser: 0.66%
- Firefox: 0.31%
- Amazon Silk: 0.27%
- Edge: 0.25%
- Opera: 0.25%

Top Page Views

<table>
<thead>
<tr>
<th>Page Name</th>
<th># Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home</td>
<td>110</td>
</tr>
<tr>
<td>Services</td>
<td>39</td>
</tr>
<tr>
<td>About Us</td>
<td>32</td>
</tr>
<tr>
<td>Our Team</td>
<td>20</td>
</tr>
<tr>
<td>Contact Us</td>
<td>18</td>
</tr>
<tr>
<td>FAQ</td>
<td>9</td>
</tr>
<tr>
<td>Blog</td>
<td>5</td>
</tr>
<tr>
<td>Location</td>
<td>0</td>
</tr>
</tbody>
</table>
The same transformation is happening to SALES
7,996,000
Audio Track Processing

Diarization + Speaker Identification
Audio Track Processing

Diarization + Speaker Identification
Audio Track Processing

Diarization + Speaker Identification
Automatic Speech Recognition
and why we built our own Speech Recognition Engine...

Honeyfy Call
Sep 2, 2015, Amit Bendov

And what they’re seeing is some gauge with Holly sees this tool being being used you see this war sat back negative tool for incest. And soon, you know kind of pet the.

Gong + LinkedIn (LSS), Reporting
May 3, 2018, Samantha Kennedy, LinkedIn

20:10 [Samantha Kennedy] So keep an eye out here in the meantime, do you think the CSV given that it’s all of LinkedIn data would that be helpful?
Conversation

• Topics
  e.g. Small talk, Pricing, Next steps

• Important Terms
  e.g. Names of competitors

• Questions
  and who asked them

• Objections

• Sentiment Analysis
  of the client

• Action Items
  e.g. “I will send you an email later”

Intelligence

• Prosody
  Intonation, Stress, Tempo, Pause etc.

• Call Dynamics

• Interruptions

• Dialogue Acts
  e.g. Greeting, Yes/No question, Request, Statement

• Filler Words
  e.g. “You know”, “Like”...

• Repetitions
  e.g. “I’m just I’m just trying”
Search for Keywords

Save calls to libraries

Track key moments

Comment on calls

Automatically identify topics

Monitor the Talk-to-Listen ratio
Listening > Talking
Talk-to-listen ratios

Top, middle, and low performers

<table>
<thead>
<tr>
<th></th>
<th>Talk (46%)</th>
<th>Listen (54%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>STAR</td>
<td>46%</td>
<td>54%</td>
</tr>
<tr>
<td>AVERAGE</td>
<td>68%</td>
<td>32%</td>
</tr>
<tr>
<td>BOTTOM</td>
<td>72%</td>
<td>28%</td>
</tr>
</tbody>
</table>
The longer the customer talks uninterrupted, the better
2 Have balanced, back-and-forth dialogue
(aka, “coffee shop conversation”)
The more speaker switches per minute, the higher the close rate
Here’s what the conversation should **not** look like
(Few “back and forth” speaker switches)
Here’s what the conversation *should* look like

(*Many* “back and forth” speaker switches)
Evenly distribute your questions throughout the conversation
Competitors are actually good
If the competition is discussed early in the sales cycle, it’s a positive indicator.
Talk business
Star sales reps spend more time “talking business”

Time spent on “business issue” topics
Examples of “business issue” topics

- ROI
- Prospect’s business challenges
- Project agenda and timeline
- Decision-making ecosystem
- “Value” topics rather than “Feature” topics
Establish value before discussing price
When pricing is discussed during sales calls, on average

Star Reps
Average Reps

Call duration

38-46 min window
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