

Sales Call Research Report

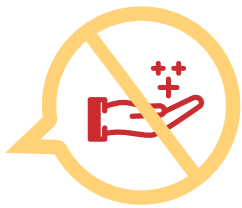
BEST PRACTICES

OF TOP-PERFORMING

SALES REPS



Best Practices of Top-Performing Sales Reps



84%

of buyers say
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value effectively.

Sales deals are won or lost in sales conversations. Yet, 84% of buyers say reps don't convey value effectively. Poor sales call performance may be driving down your win rates and revenue.

Sales leaders struggle with a lack of visibility into these conversations. You also don't have time to dive into each call and offer guidance. When reps can't share insights from calls and managers don't have the bandwidth to coach, issues go unresolved.

Conversation Intelligence is the answer. It uses Artificial Intelligence (AI) to record, transcribe, and analyze sales calls and generate recommendations.

But how can you apply the lessons from your sales calls? In partnership with Sales Insights Labs, we analyzed nearly 24,000 sales conversations recorded by Allego Conversation Intelligence and compared the calls of top performing sales reps with those of lower performers.

We wanted to see what top performers do differently in a question-based, consultative approach compared to everyone else.

We compared call behavior in six areas:



Conversation Switches

How often do sales reps take turns when speaking with prospects?



Call Length

How long are top performers' calls compared with lower performers'?



Engagement

Do top performers engage prospects more during calls?



Pace

Do top performers speak more quickly or slowly than lower performers?



Questions

Do top performers ask more or fewer questions?



Topics

Do top performers discuss different topics on calls?

... see what we found!

6 Sales Call Findings from Conversation Intelligence

Here are six findings and six best practices for sales reps who want to learn from top performers.



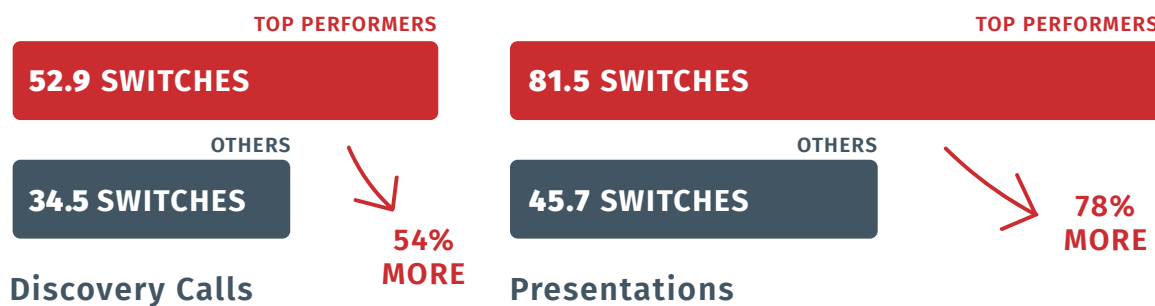
Conversation Switches

Top performers make **54% more** conversation switches on calls and **78% more** in presentations.

On average, top performers' conversations have significantly more conversation switches than everyone else's. Across all calls, **top performers have an average of 52.9 conversation switches, while the rest of the team has 34.5 conversation switches.** This means that top performers have 54% more conversation switches.

When giving presentations, **top performers make an average of 81.5 conversation switches, while the rest of the team makes only 45.7—**meaning that top performers make 78% more conversation switches during their presentations.

This data shows that **top performers have a dramatically more “back-and-forth” during conversations** with prospects, avoiding monologues and engaging prospects to speak far more often than everyone else.



BEST PRACTICE ▶ **Top performers are more conversational.** Be well-informed about the prospect, avoid monologues, and give them opportunities to speak.

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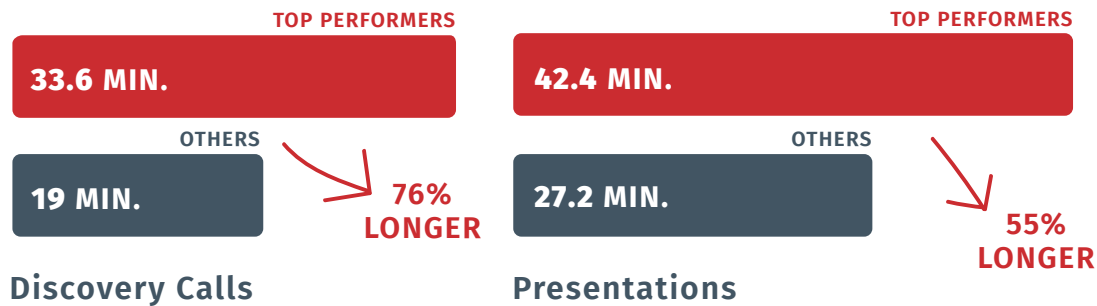
Call Length

Top performers' discovery calls are **76% longer** and their presentation calls are **55% longer**.

In general, top performers have longer calls. **Top performers' discovery calls last an average of 33.6 minutes, while the rest of the team's discovery calls last an average of 19 minutes.** This means that top performers' discovery calls are 76% longer than those of the rest of the team.

What's more, top performers' presentation calls are also longer. **Top performers's presentation calls average 42.4 minutes, while the rest of the team averages 27.2 minutes per presentation call—a difference of 55%.**

The key takeaway here is that **top performers are able to engage prospects in far longer conversations** than everyone else.



BEST PRACTICE ▸ **Top performers are more engaging.**
Research prospects before calls to uncover areas of interest to keep the conversation flowing.

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Engagement

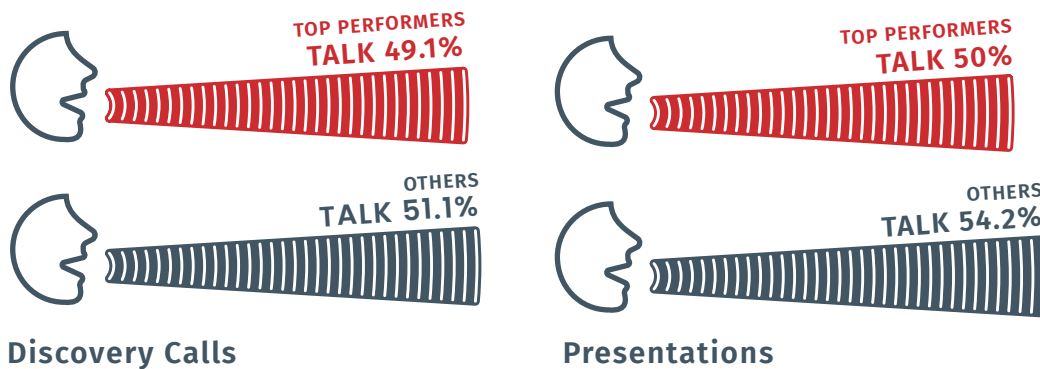
Top performers don't necessarily talk less, but they **get prospects talking way more.**

When it comes to talk-to-listen ratio, there's actually not a huge difference between top performers and the rest of the team. For example, during discovery calls, **top performers talk 49.1 percent of the time, while the rest of the team talks 51.1 percent** of the time—a difference that's virtually negligible.

The same is true for presentations, where top performers talk **50% of the time** on average, and the rest of the team talks about **54.2% of the time**, a difference of only 8%.

While on the surface this data might not seem compelling, when you combine it with the data on the number of conversation switches, what we see is that **top performers' conversations are much more engaging, dynamic, and back-and-forth with the prospect.**

On the other hand, the rest of the team is talking just as much as top performers are, but with far less back-and-forth, likely giving (and listening to) long monologues, and making far fewer conversation switches throughout.



BEST PRACTICE ▶ **Top performers are more persuasive.**

Make it a two-way conversation to build rapport, uncover challenges, and draw prospects out.

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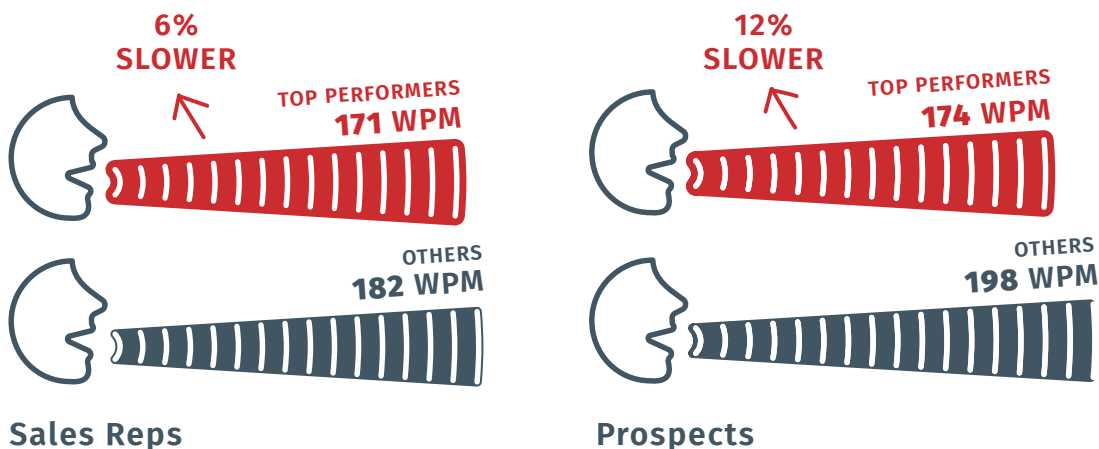
Pace

Top performers **speak more slowly** —and their prospects do, too.

Top performers speak at an average of 171 words per minute, while the rest of the team speaks at an average of 182 words per minute—about 6.5% faster.

But what's more interesting is the pace at which their prospects speak. Top performers' prospects only speak at **174 words per minute, while prospects who speak with lower performers speak at 198 words per minute.** That's a difference of 14%.

This data suggests that prospects who are talking to lower-performing reps may feel more impatient, or in a rush to just get through the conversation. **Top-performing reps, on the other hand, are more likely to put prospects at ease, make them feel comfortable, and slow down the conversation.**



BEST PRACTICE ▸ **Top performers put prospects at ease.**

Take your time, gain prospects' trust, and don't rush them to the next step.

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Top performers both ask and receive far more questions.

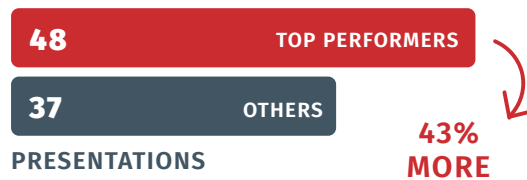
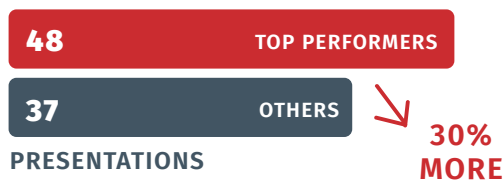
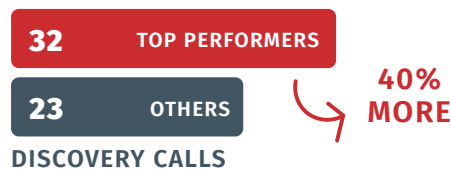
Questions

In discovery conversations, **top performers ask an average of 32 questions, while the rest of the team asks only 23.** This means that top performers ask 39% more questions in discovery calls.

Likewise, during presentations, **top performers ask an average of 48 questions versus the rest of the team, who ask only 37**—a difference of 30% more questions during presentations.

Equally interesting is the data we see around the number of questions top performers receive. In discovery conversations, **top performers receive 21 questions from prospects, while the rest of the team receives only 15.** This means that top performers receive 40% more questions from prospects during discovery.

And during presentations, **top performers receive an average of 30 questions, while the rest of the team gets around 21**—a difference of 43% more questions asked during presentations.



Questions Asked by Prospects

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BEST PRACTICE ▶ **Top performers are more curious.** Prepare more questions than you think you need and be ready to ask follow-ups that could lead in new directions.

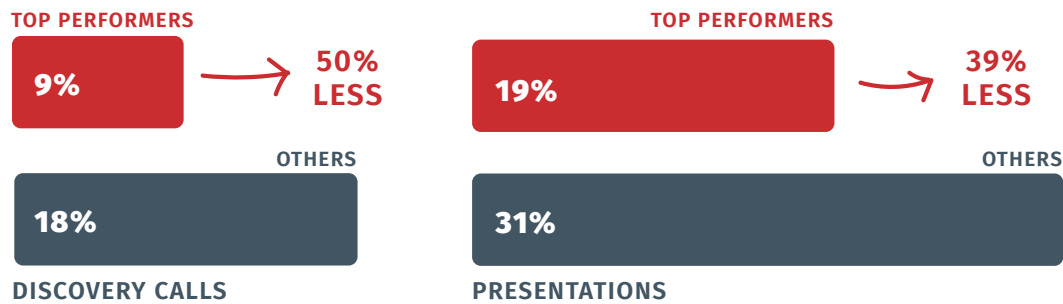
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Topics

Top performers **discuss product features far less.**

In discovery calls, **top performers discuss product features about 9% of the time, while the rest of the team talks about product features 18% of the time.** This means that the rest of the team is talking about product features twice as much during discovery as top performers are.

In presentations, **top performers discuss features 19% of the time, while the rest of the team talks about features 31% of the time.** This means that the rest of the team talks about product features **63% more** than top performers do during presentations.



Discussion of Product Features

BEST PRACTICE ▶ **Top performers focus on solutions, not features.** Identify the prospect's high-level challenges and explain how your product solves them.

About Allego Conversation Intelligence

Conversation intelligence is the evolution of voice transcription technology. Beyond simply capturing voice and converting it into text, conversation intelligence focuses on analyzing sales calls and extracting insights such as topics discussed, questions asked, pace of speech, filler words used, competitors mentioned, and much more.

These insights allow sellers, sales managers, and marketers to understand how to optimize buyer interactions to increase chances of successful outcomes.

Allego Conversation Intelligence improves business outcomes by creating a culture of coaching and experiential learning. We do this by surfacing call, market, and deal insights. You can now capture intelligence across every call to see how messaging is working, coach sellers to replicate A-players, and course correct at risk pipeline to maximize revenue.



Capture Call Intelligence

Uncover where revenue is won and lost in your calls



Coach & Create Top Performers

Improve call quality with insights, automation, and coaching services



Close More Deals

Identify pipeline risk, course correct, and maximize revenue

Allego Solutions for Today's Hybrid Sales Teams

Allego's AI-powered solutions are built for the way today's sellers and buyers work. Empower your sales team with the skills, knowledge, and content they need to drive results anywhere, anytime.



Equip Sellers with Content

Create, manage, and activate sales content with context for greater effectiveness through marketing and sales collaboration.



Train and Coach Sellers

Foster engagement, behavior change, and retention with virtual programs that shorten ramp time and produce business value.



Connect Sellers & Buyers

Engage buyers virtually at every stage of the sales process with interactive, personalized experiences and content.



Enable Company-Wide Learning

Drive proficiency and productivity with the skills, knowledge, and content needed to win.



ALLEGRO: THE ONLY PLATFORM LEADING IN 5 CATEGORIES

Sales Enablement • Digital Sales Room • Sales Coaching
Sales Training & Onboarding • Conversation Intelligence



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Request a Demo

To learn how Allego can take your sales enablement efforts into a new era of success, [request a demo today](#).

About Sales Insights Lab

Sales Insights Lab is a training and data research firm that helps businesses take control of their selling destiny by providing science-based, data-driven training, coaching, and mentorship to help business owners and salespeople master the art of closing deals. Learn more at salesinsightslab.com.

About Allego

Allego delivers a complete sales enablement platform with patented technology to help sellers win buyers. Our sales enablement, learning, content management, and conversation intelligence products accelerate performance for sales and other teams.

Allego is a market leader with nearly 1 million users across deployments in one quarter of Dow Jones Industrial Average companies, 5 of the 10 largest U.S. banks, 3 of the 5 largest U.S. insurance companies, 4 of the 5 largest global medical device companies, 6 of the 10 largest U.S. wealth management companies, 14 of the 20 largest U.S. asset management companies, and many other global enterprises.