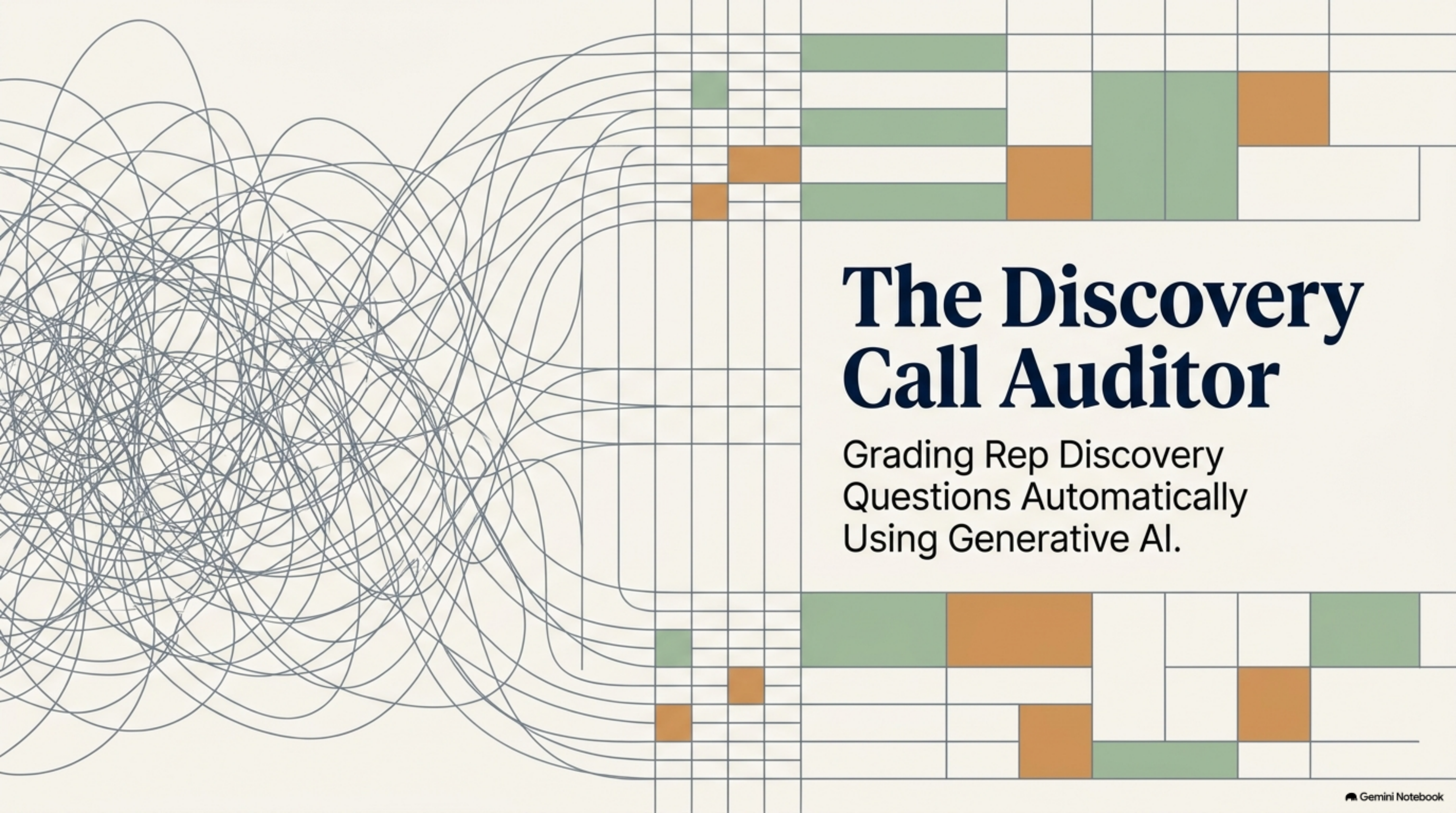
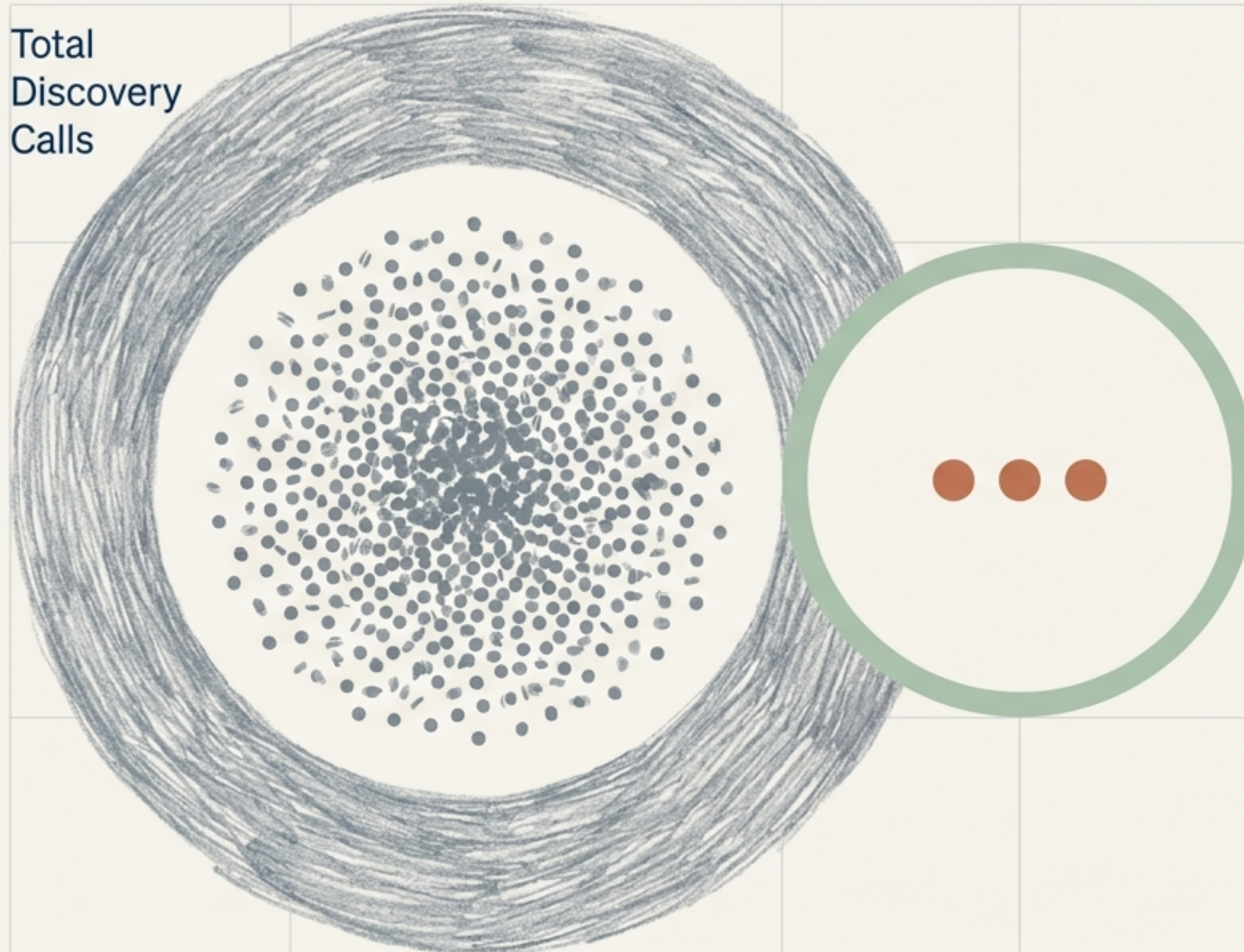




The Discovery Call Auditor

Grading Rep Discovery
Questions Automatically
Using Generative AI.

The Discovery Call is the Linchpin of Sales—Yet We Fly Blind



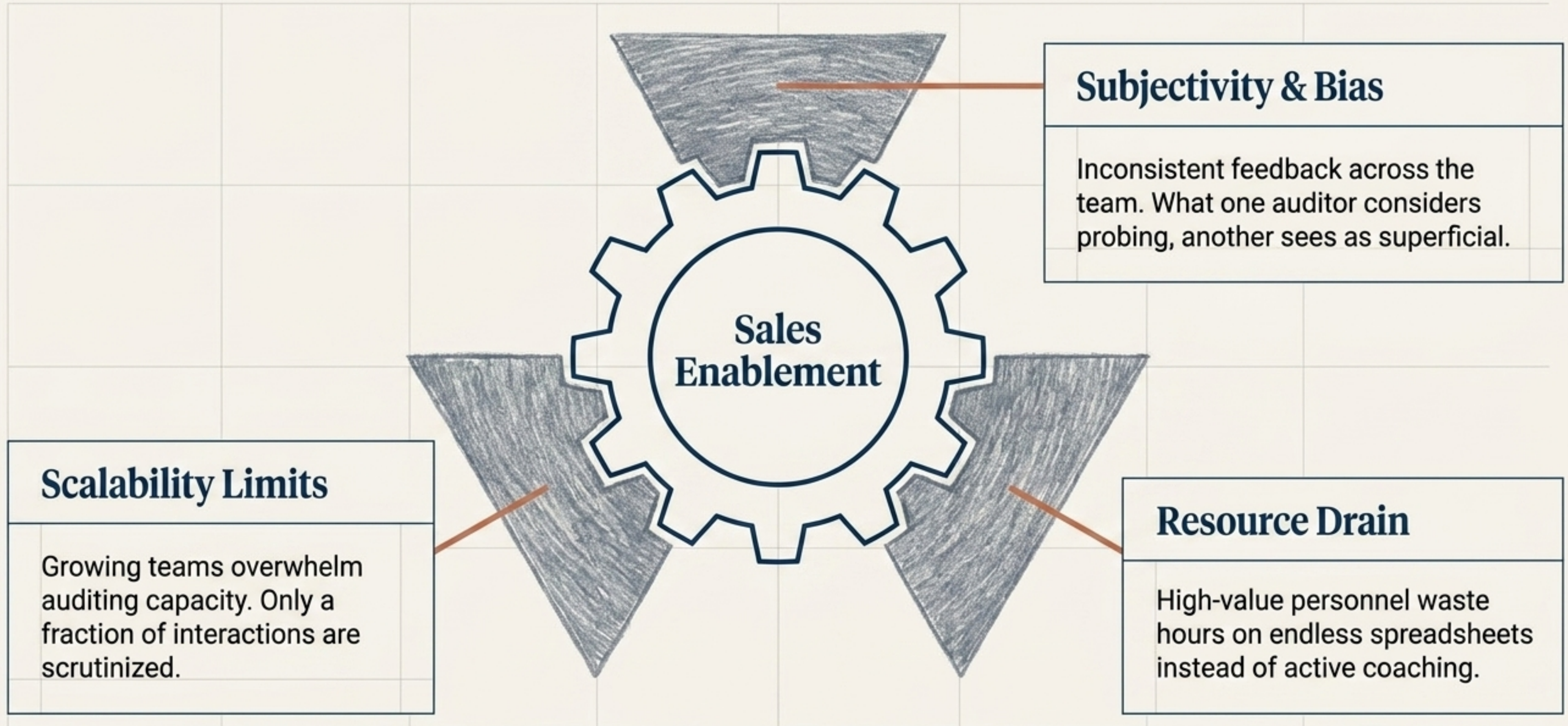
The Impossible Dream

The sheer volume makes comprehensive auditing impossible. We pick a few at random, hoping to glean meaningful insights.

The Result

Crucial patterns and missed opportunities slip through the cracks. We are trying to find a needle in a haystack, blindfolded.

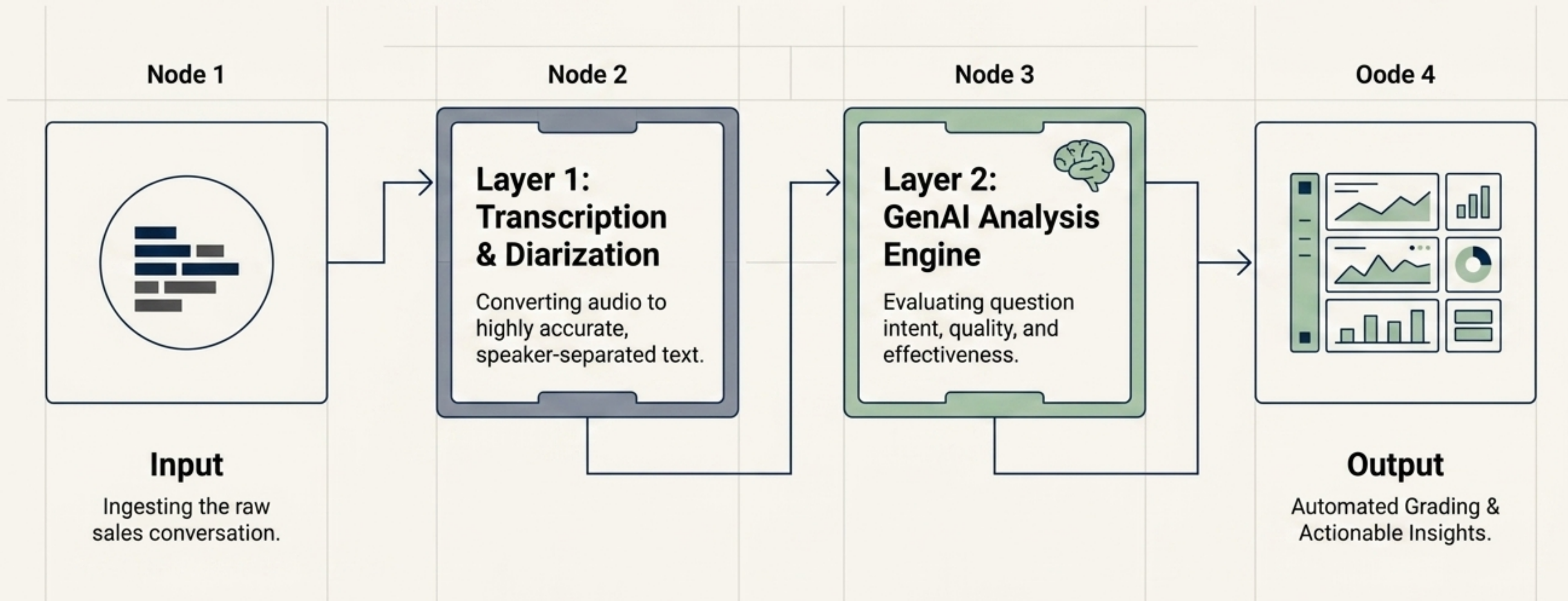
Why Human Auditing Fails at Scale



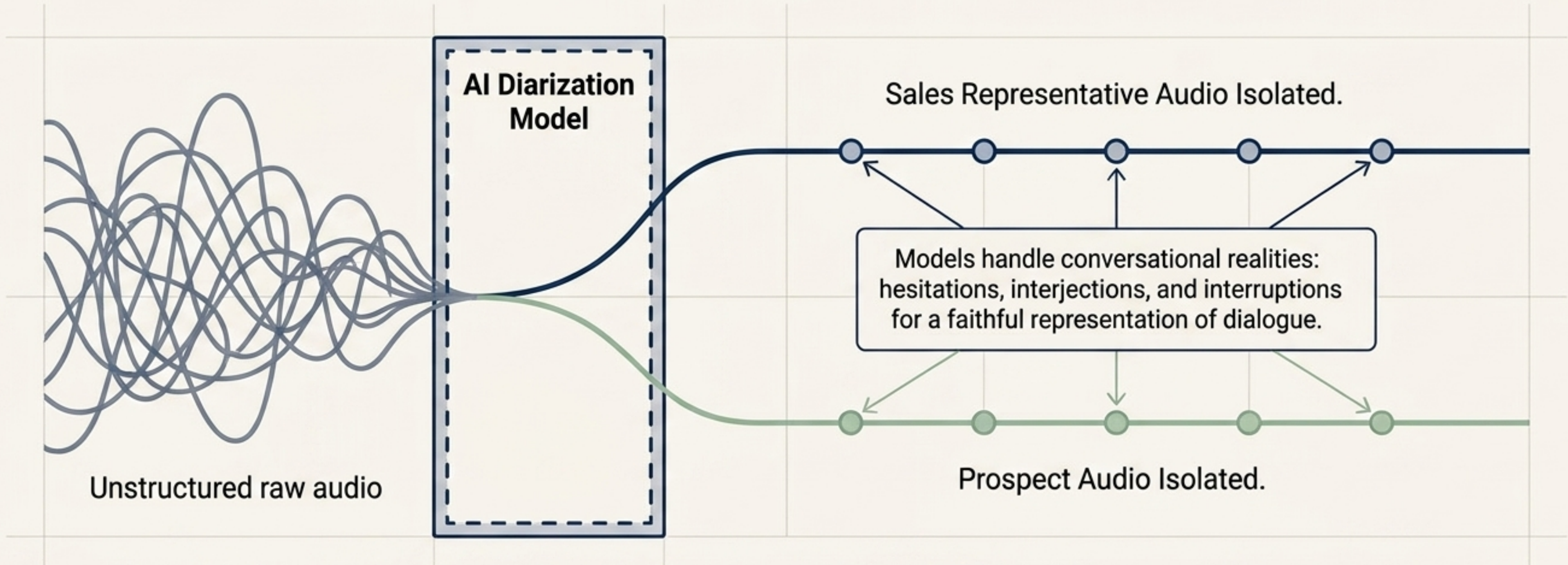
From Manual Effort to AI-Driven Enablement

Manual Auditing			GenAI Call Auditor
Random Sampling	Coverage		✓ 100% Comprehensive Analysis
Subjective & Biased	Evaluation		✓ Objective & Rule-Based
Basic Keyword Spotting	Mechanics		✓ Deep Contextual Understanding
Administrative Drain	Resource Allocation		✓ Targeted, Strategic Coaching

The Generative AI Processing Pipeline



Capturing the Exact Nuance of Human Conversation



Speaker diarization is crucial for understanding who is asking what, ensuring we isolate and evaluate only the rep's performance.

Beyond Keywords: Understanding Context and Intent

[Categorization: Open-Ended]

Designed to elicit detailed information.

“

Can you walk me through exactly that specific bottleneck impacts your current deployment timeline?”

[Grade: Highly Effective]

Strategically placed within the flow of the conversation.

[Intent: Probing]

Moves beyond superficial keywords to establish strategic pain points.

Objective Benchmarks and Tailored Enablement



Customizable Criteria

Aligns with specific sales processes and industry nuances—tailoring grading standards for unique team needs.

Macro-Trend Identification

Replaces subjective anecdotes with consistent, objective evaluations at scale across all calls.

Targeted Coaching

Empowers enablement teams to pinpoint specific skill gaps, driving highly targeted training initiatives.

**Generative AI transforms
discovery call auditing from
an impossible, subjective
administrative chore into a
scalable, objective engine
for sales performance.**

Equip your managers to stop listening to raw audio,
and start acting on automated, strategic insights.