TheAICalls

AI COACHING FOR SALES CALLS

# Turn your average reps into your best.

Your best rep already shows what works. TheAICalls scores every call against your criteria, shows each rep what your best one does differently, and turns it into one coaching topic a week. The gap closes without your managers listening to recordings.

**Loxone** analyses its sales calls with TheAICalls across 15 markets.
15+ markets · 1,000+ agents · millions of minutes analysed

**1–3%**
of calls get reviewed by anyone. The rest is a guess.
industry estimate

**73%**
of sales managers spend less than 5% of their time coaching.
Training Industry

**+19%**
performance from mid-team reps with good coaching (upper bound).
CEB

## THE WEEKLY LOOP

1. **Every call scored**
   Minutes after hang-up, on your criteria. Key moments and a dated next step written to your CRM.
2. **One topic per rep**
   The weakest criterion, with examples from your best rep's calls.
3. **Practice**
   Rehearse the topic with an AI customer before real calls. *Rolling out.*
4. **15-minute 1:1 with evidence**
   Did it move this week? Keep the topic or go to the next one.

## WHY IT WORKS

### A coaching programme raised conversion by 67%.

| | | |
|---|---|---|
| Critical call steps done | 21% → 67% | +219% |
| Opportunities with a booked follow-up | 29% → 57% | +97% |
| Opportunities ending in a sale | 9% → 15% | +67% |

Tilka and Johnson (2018): behaviour moved first, revenue last. Five of the programme's six parts run in our weekly loop. A small study; your own effect is measured in the pilot.

## WHAT IT IS WORTH · EXAMPLE TEAM OF 50 REPS

| | |
|---|---|
| Opportunities a year | 50 × 25 = 1,250 |
| Win rate with coaching (+14%) | 20.0% → 22.8% |
| Extra deals a year | +35 |
| Extra revenue a year | €3.85M |
| Extra margin at 40% | €1.54M |

Pays for itself below about **€2,570 per rep a month**.

An estimate, not a promise. Try your own numbers at theaicalls.com.

## YOUR FIRST STEP: SEE THE GAP IN YOUR OWN CALLS

**WEEK 0**
You share recordings and which deals were won or lost. We set the criteria with you, from your best rep.

**WEEKS 2–6**
Every call scored against the same criteria. Your team keeps working as before.

**READOUT**
Your best vs your average, the three habits that matter, and what they are worth.

If it shows nothing worth fixing, you stop there. Then a 12-week pilot in weekly loops: behaviour moves in weeks 2–4, pipeline in 5–8, revenue in 9–12.

## Thirty minutes, live, on the real platform.

**Daniel Sklar**
Co-founder & CEO, TheAICalls
daniel@theaicalls.com · +420 604 808 326
theaicalls.com

Sources: Training Industry, "Does it really matter if your salespeople are being coached?"; M. Dixon and B. Adamson, HBR 2011 (CEB); R. Tilka and D. A. Johnson, Journal of Organizational Behavior Management 38(1), 2018.