

AUGMENTED



IN SALES



HOW DOES IT WORK IN SALES?

Disarm prospects' fight or flight response to a cold call



A prospect's initial reaction when getting a call from an unknown party is instinctive - *fight or flight*. A successful cold call will immediately disarm the *fight or flight* response so you can set the stage for success.

Behavioral Signals has developed technology to help your sales team get better at disarming this critical *fight or flight* response.

Set the stage with the right tone

Once your sales team has disarmed the *fight or flight* response in a cold call, they need to set the stage with the right tone. The tone can vary depending on who you're talking to and what you're selling, but establishing leadership in the call with the appropriate tone is one of the most important expressions of emotional intelligence in sales.

Behavioral Signals can provide the tools necessary to improve this important skill.



Identify the true pain points of your prospects



Just as in a game of poker, prospects have *tells* - micro-expressions of truth that are often difficult or impossible for people to hear-see on their own.

Behavioral Signals utilizes the latest AI technology to uncover these tells and help you focus on the pain points that really matter to the prospect so you can drive higher deal sizes and close deals faster.

Generate interest and capture attention



No one wants to sit through a boring sales call. Successful sales people know that generating interest and capturing attention is fundamental to winning business. But how, exactly, can you capture attention and interest in your prospects?

Behavioral Signals can provide tools to help you understand what drives attention in prospects most, and how you can bring it to your customer base to close more deals.

Build rapport for better objection rebuttals

Responding to an objection from a prospect is all about getting on the same page and helping them see things the way you see them. Studies show that the best way to help people, see things the way you see them, is by building rapport with the prospect and engaging them in language they instinctively understand.

Behavioral Signals can help you understand how to build better rapport with prospects and use this to build a stronger pipeline.



Close on a positive note



"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." - Maya Angelou

Behavioral Signals can help you ensure every single customer interaction ends on a positive tone, so your customers always remember the way you made them feel great about working with you.

EMOTION RECOGNITION & BEHAVIORAL ANALYTICS
IN CONVERSATIONAL DATA FOR SALES



www.behavioralsignals.com

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Augmented emotional intelligence in Sales!

But what is **Emotional Intelligence?**

1 Understanding your own emotions

2 Understanding the emotions of others and how it affects their behavior

3 Using this insight to achieve social and business goals



Cognitive & Affective Behavioral Modeling

We excel at distinguishing behavioral signals in voice data with our deep learning proprietary technology. While human communication depends on the words being said, we aim at the next level, examining the way they are being expressed. In this complex communication process, by capturing acoustic cues, intonation and other speech signals, we discover emotions and behaviors, empowering our customers with predictive behavioral modeling and business insights.

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Human communication is a complex process that depends on the words being said but also on **the way** they are being expressed.

How Do We Do It?

Utilizing our experienced team's scientific dexterity, in language, speech processing and psychology, we unlock the potential in voice-data analysing acoustic cues, intonation, and other speech signals interpreting them into specific emotions and behaviors. We accomplish this with our advanced AI engine that continuously evolves through rigorous machine learning processes and vast amounts of conversational data. Behavioral Signals enables you to analyze the cognitive and affective aspects of all your voice data giving back real-time predictive behavioral modeling insights.

Next Generation Speech Analytics

Traditional analytics and business performance have little insight into the motivations and behaviors of people. They provide information about the individual's actions but not the behaviors that cause these actions. That hinders companies from planning ahead, raising effectiveness, efficiency and quality of services, growing their reputation, avoiding lawsuits or simply effectively training their personnel to model their behavior to the desired outcome.

Our Academic Background

We've pioneered a field, Behavioral Signal Processing, based on over a decade's worth of award-winning and patented research, to automatically detect information that is encoded in the human voice from audio and measure the quality of human interaction. It is an emerging discipline that bridges engineering with behavioral sciences and aims to quantify and interpret human interaction and communication through the use of engineering and computing innovations.



Call Us for a Risk-Free Trial

Available on TalkDesk in Q2 2018, and available for risk-free trials today.

Drop us a line to find out how we can help augment the emotional intelligence of your sales team and generate an additional 12% revenue in less than 6 months.

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