

Sales Conversation Review

Sales · Current month · Jul 1–31, 2026

Uniqore reviewed HubSpot customer emails, messages, notes, and available call recordings across 40 selected deals.

21/40

The team lets prospects leave without a dated next step. This pattern appears across multiple reps and channels. Start your next sales meeting with deals 1288 and 1201: the same price objection, two different outcomes.

What was analyzed

Source material	Found	Analyzed	Notes
Deals	40	40	Every selected deal in the period
HubSpot notes	96	96	Reviewed in full
HubSpot emails	12	12	Reviewed in full
Customer messages	54	54	Messages recorded in HubSpot
Calls	118	118	Call existence, date, and duration included
Call recordings	18	14	4 excluded under the stated demo limits

Call content is analyzed only when a recording exists and audio processing is separately approved. Without a recording, a call remains a HubSpot activity but is not used as evidence for a conversation finding.

Rep scorecards and coaching plans

Every score links to closed deals; no score is assigned when the sample is too small

Sales rep	Score	Strength	Primary growth area	First action
Maya	84 / 100	Reframes price around customer ROI	Securing the next step	Set a follow-up date before ending every call
Jordan	77 / 100	Consistent discovery	Follow-through after a proposal	Schedule a check-in within 24 hours of sending a proposal
Alex	63 / 100	Explains the product clearly	First-response speed	Respond to new inbound leads within 30 minutes
Sam	51 / 100	Re-engages after a rejection	Pricing and next steps	After a price objection, quantify ROI and secure a follow-up date
Taylor	No score	Insufficient data	A larger sample is needed	Accumulate at least 4 closed deals before assigning a score

Sam's first coaching plan

1 · Reframe the price objection with business value

Deal 1288 ended at the price objection. Maya heard the same objection in deal 1201 and moved it to closed won.

Deals 1288 · 1201

2 · End every call with a dated next step

Deals 1197 and 1233 ended without a commitment because no specific follow-up date was named.

Deals 1197 · 1233

Deal-level action plan

What to do today, what to reinforce this week, and what to measure next month

Horizon	Owner	Action	Why	Deals	How to verify
Today	Sam	Reopen the conversation and quantify ROI	Deal 1288 ended at “too expensive”	1288	A dated follow-up appears in HubSpot
Today	Sam	Secure a specific follow-up date	Two calls ended with no commitment	1197 · 1233	An agreed date and owner are recorded
Today	Alex	Respond to inbound leads within 30 minutes	Median response is above the team norm	1307 · 1310	First response is 30 minutes or less
This week	Jordan	Add a check-in after every proposal	Deals stall after proposals are sent	1302 · 1309	Follow-up occurs within 24 hours
This week	Team	Use Maya’s response to a price objection	The same objection led to a win	1201	Approach appears in 3 new conversations
This month	Sam	Practice pricing and next steps on real calls	The two weakest criteria are 4/8 and 2/8	1288 · 1197 · 1233	Both criteria improve next month
This month	Sales leader	Measure the new team habit	The gap appeared in 21 of 40 deals	Entire team	Deals without a date decline by one third

Supporting deals

Examples from HubSpot customer conversations and call recordings

Deal	Outcome	Source	Conversation / fact	Finding	Action
1201 · Maya	Closed won	Recording + written conversation	"Let's run the numbers at your volume."	Moved from price to customer ROI	Use as a team example
1288 · Sam	Closed lost	Call recording	"Think it over and let me know."	Objection unanswered; no follow-up date	Reframe price and schedule the next contact
1197 · Sam	Closed lost	Call recording	Ended without a specific date	The prospect does not know what happens next	Set the date and owner
1233 · Sam	Closed lost	Call recording	"I'll follow up with you later."	The rep handed control back to the prospect	Offer two follow-up times
1302 · Jordan	Open	Written conversation	Proposal sent; no follow-up for 3 days	The deal stalled after the proposal	Follow up today
1310 · Alex	Stalled	HubSpot call · 12 sec	The recording contains ringing	There is no conversation to score	Make another contact attempt

Winning language already inside your team

"Let's run the numbers at your volume. If the ROI is not there, we will know."

Maya · deal 1201 · closed won