







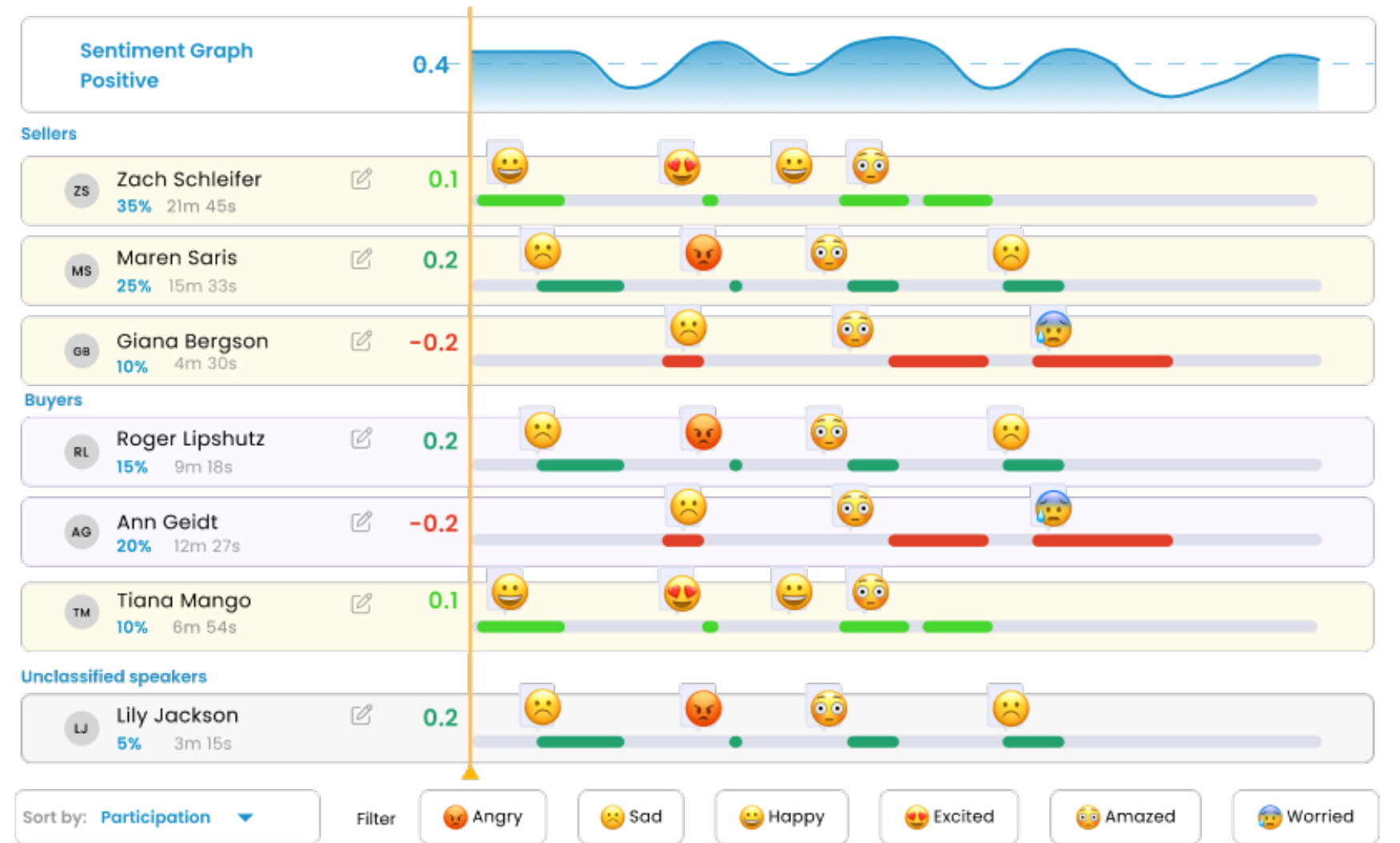
## Meeting Info

 23 Aug 2023	 Aviso Demo Call	 Voipa License Deal	 01 hr 13 m	 Hosted by Giana Bergson
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 **Buyer interest score 60**

Measure the buyer's interest, interaction, and future steps. Refer inline for more details.

## Sentiment analysis



## Call metrics

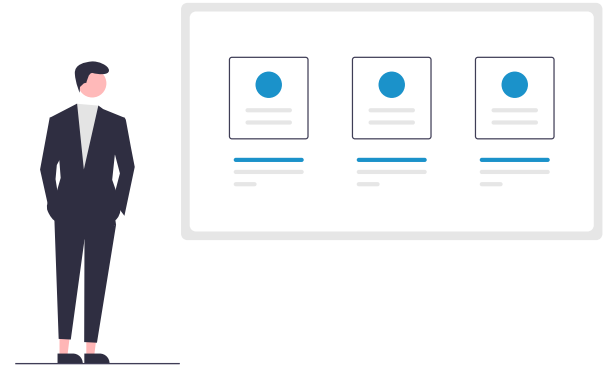
Talk ratio	↑↓
<b>Sellers</b>	
Zain Schleifer	35%
Maren Saris	25%
Giana Bergson	10%
<b>Buyers</b>	
Roger Lipshutz	15%
Ann Geidt	20%
Tiana Mango	10%

Interactivity ratio	↑↓
Zain Schleifer	50%
Maren Saris	45%
Giana Bergson	15%
Roger Lipshutz	20%
Ann Geidt	30%
Tiana Mango	25%
Lily Jackson	10%

Topics	Number of Times	Duration (Mins)
Technology	2	01.67
Objections	6	01.08
Value Propositions	7	02.70
Procurement	3	04.90

## Meeting introduction

The discussion began with Roger and Ann introducing themselves and their roles at Voipa. They were interested in learning about Aviso and how it works, and wanted to understand its use cases and impact. Tiana, who was also on the call, was interested in learning about new things and was out of Voipa's San Diego office with Roger and Ann. The conversation then shifted to discussing how Aviso works and its flexibility, with Tiana expressing interest in both learning about the platform and potentially using it for one of their portfolio companies. The conversation ended with a discussion of Aviso's impact and how it can help with longer sales cycles.



## Solution presentation

### Proposed solution

The proposed solution or product discussed in the documents is Aviso, a sales forecasting and deal management platform that provides features such as consumption forecasting, pipeline management, self-service capability, and playbooks. The platform aims to help sales representatives and managers to better understand their data, manage their deals, and close more deals. Additionally, the platform provides features such as WinScore, pull-in score, and rep performance to help managers and reps to evaluate their pipeline and performance.

### Key features relevant to the buyer

- Automatically extracts next steps and intent from sales calls
- Provides sentiment analysis and topic modeling for sales calls
- Generates emails based on conversation topics and language models
- Offers self-service capability for analytically inclined users to understand their data better
- Provides pipeline analysis and projections
- Recommends deals for acceleration
- Offers upselling opportunities based on product level information
- Helps with coaching and modeling purposes
- Provides metrics for talk ratio, question rates, and more.

## Key buyer insights and observations

### Areas of interest were identified during the call

Aviso uses the "Mehrabian effect" to identify engaging moments in buyer interactions through their emotional cues.



Ann G

- Inquisitive about the level of customization that is available and any limitations to tying it to specific processes and salesforce layouts.
- Inquisitive about the services needed, if they can be done in-house, and if they need to be outsourced.
- Inquisitive about what rex would like to see as part of the poc.



Roger L

- Inquisitive about how a zoom would be tracked if the meeting never happened.



Tina M

- Inquisitive about how to replicate successful partner strategies and how to reduce infighting.
- Inquisitive about calls originating from an external dialer.
- Inquisitive about call data workflow, past integration, and dialer use.

### Areas of concern

Aviso uses the "Pinocchio Effect" to identify nonverbal cues of the buyers and surfaces critical objections that need to be addressed.



Ann G

- Confused about the move from the conversation.



Tina M

- No Areas of Concern Identified



Roger L

- Concerned about the current Clari subscription and upcoming CRM migration

## Buyer interest score insights

### Overall score insights

Buyer score is neutral, sentiment is strongly negative; representatives must identify cause, show empathy, and provide solutions.

### Individual parameter insights

- **Next step score insights**

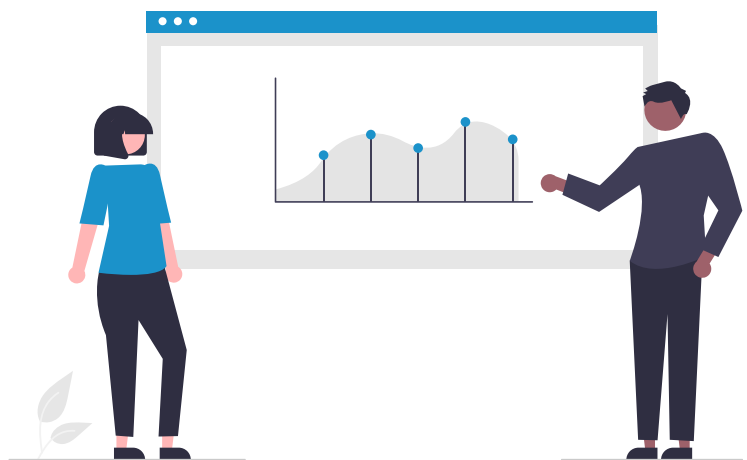
Definitive next steps were identified; the conversation had a clear direction for moving forward.

- **Sentiment score insights**

Buyers' sentiment is strongly negative; representatives must identify the cause, show empathy, and provide solutions to turn it around.

## Competitive landscape

During the call, Roger and Ann mentioned that they have been using Clari for six years and have gone back to the Clari team to get updates and requirements. They are interested in seeing how Aviso's solution differs from Clari and how it can help them with their revenue operations. They also mentioned that they are interested in consumption-based modeling and unique features that Aviso offers, such as its ability to model and forecast at the rep level.



## Pricing and terms



- Pricing is based on the number of users and the features needed.
- Payment terms are flexible and can be customized based on the client's needs.
- Additional conditions may include discounts for long-term contracts or referrals.

- Pricing is a complex issue that varies based on the company's size, revenue, and needs.
- Payment terms are negotiable and depend on the company's financial situation and creditworthiness.
- Some companies prefer to pay upfront for a license, while others opt for a subscription-based model.
- The AI platform can help identify the best pricing and payment terms for a particular company based on their data.

## Next steps and actionable items

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Zain S

- Provide a demo of Aviso to the client
- Understand the client's use cases and how Aviso can be applied
- Gather additional context from the client



Ann G

- Attend the demo of Aviso
- Provide additional context to the Tina



Roger L

- Attend the demo of Aviso
- Provide additional context to the Tina

## Closing remarks

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- The closing remarks did not include any final agreements made.
- Zain thanked Roger, Ann, and Tina for their participation in the call.
- Roger, Ann, and Tina thanked Aviso team for organizing the call.
- There was no mention of any agreements or decisions made during the call.

**Transcript**

(trimmed)

 Buyer Seller12:16 **Zain Schleifer**

Certainly, Roger. In the last quarter, we conducted trials with five different clients, and on average, they reported a 20% reduction in operating costs

**Ann Geidt** 12:18

That's impressive. How does your product achieve that?

12:20 **Zain Schleifer**

Ann, our product streamlines workflow processes and integrates seamlessly with your existing systems, reducing manual tasks and errors.

**Tiana Mango** 12:24

I see the benefits, but what about the implementation timeline?

12:25 **Maren Saris**

Great question, Tiana. Our implementation team typically gets clients up and running within 4-6 weeks, depending on the scale of your operations

**Roger Lipshutz** 12:30

Team. Could you share some client success stories?

12:32 **Zain Schleifer**

Sure. Maren can help with that information

12:35 **Maren Saris**

Certainly. So Roger, one of our clients in the logistics industry, increased their shipping accuracy by 15% and reduced delivery times by 30%.

**Roger Lipshutz** 12:40

Okay, interesting. What's the pricing structure?

12:42 **Zain Schleifer**

Roger, we offer flexible pricing plans tailored to your needs. We can discuss the details after the call to find the best fit for your organization