

ArthaX.ai

AI Sales Intelligence Platform

FREE SALES RESOURCE

Manager's Guide: Turning Call Analytics into Revenue

A Data-Driven Playbook for Sales Managers

See everything. Coach precisely. Accelerate revenue.

The Modern Manager's Visibility Problem

Most sales managers are flying blind. They know their team made 200 calls this week, but they have no idea what was said on those calls, how prospects responded, or why deals stalled. Call analytics changes everything.

This guide teaches you how to use ArthaX.ai's call analytics dashboard to move from gut-feel coaching to data-driven revenue acceleration.

Part 1: Understanding Your Call Analytics Dashboard

Key Metrics Every Manager Must Track Daily

Metric	What It Tells You	Action Threshold
Call Connect Rate	% of dials that reach a human	< 15% needs list review
Avg Call Duration	Engagement depth per call	< 90 sec = pitch problem
Objection Rate	How often prospects push back	> 60% = messaging issue
Sentiment Score	AI-rated conversation tone	< 50% positive = coach now
Follow-up Set %	% of calls with next step booked	< 30% = urgency gap
Script Compliance	% of approved script used	< 70% = retraining needed

Part 2: The 5-Step Weekly Analytics Review

Step 1 — Monday: Macro Review (20 mins)

Pull last week's team-level metrics. Identify the top 3 performers and bottom 3. Look for patterns: did top performers have higher call durations? Higher sentiment scores? This sets your coaching priorities for the week.

Step 2 — Tuesday/Wednesday: Individual Call Audits (30 mins)

Pick 2-3 calls per SDR flagged by the AI for low sentiment or script deviation. Listen to key segments. Take notes on specific language used. This is your coaching material.

Step 3 — Thursday: Coaching Sessions (60 mins)

Run 15-minute 1:1s with each SDR needing attention. Lead with data: 'Your objection rate was 72% this week — let me play you a call where it worked better.' Show, don't just tell.

Step 4 — Friday: Forecast Calibration (20 mins)

Use pipeline data alongside call analytics. If an SDR says a deal is 80% likely to close but their sentiment scores on that account's calls were negative, adjust the forecast.

Step 5 — Friday: Content Bank Update (15 mins)

If you heard a great objection response this week, add it to the Content Bank. If a script line keeps causing negative sentiment, flag it for revision. The Content Bank should evolve weekly based on real call data.

Part 3: Using Sentiment Analysis for Coaching

Sentiment analysis is the most powerful and underused feature in call analytics. The AI doesn't just transcribe calls — it rates the emotional tone of the conversation moment by moment.

How to Read a Sentiment Graph

- Green zones: Prospect was engaged and positive — study what the SDR said here
- Yellow zones: Neutral engagement — an opportunity the SDR missed to build rapport
- Red zones: Prospect became defensive or disengaged — identify the trigger language
- Sudden drops: Often indicate a premature pitch or price reveal — coach on timing

Part 4: Turning Analytics into Revenue Actions

The Revenue Acceleration Loop

Great managers close the loop between what they learn from analytics and what changes on the sales floor within the same week. Use this framework:

- ◆ Observe → Review AI-flagged calls and sentiment reports
- ◆ Diagnose → Identify the specific behavior or language causing the issue
- ◆ Prescribe → Update the Content Bank or run a targeted coaching session
- ◆ Deploy → SDRs use updated scripts and approaches in live calls
- ◆ Measure → Track metric improvement in next week's analytics review

Get Full Manager Visibility with ArthaX.ai

The ArthaX.ai manager dashboard gives you real-time visibility into every SDR's activity, call quality, and pipeline contribution — all in one place. Stop managing by assumption. Start managing with data.

Book a demo: arthax.ai | growth@arthax.ai