

## Weekly Trend Brief

**Prepared for:** CUSTOMERNAME

**Week:** 2025-12-08 → 2025-12-14

**Reps covered:** Rep 1–Rep 4

**Version:** 1.0

**Period:** Week 2 (Dec 8–Dec 14)

**Calls analyzed:** 22

**Primary goal:** Identify repeatable momentum...

**Stage mix:** early: 15, mid: 6, late: 1

## Weekly Trend Brief

### Period Overview

- **Period:** Week 2 (Dec 8–Dec 14)
- **Calls analyzed:** 22
- **Reps covered:** Rep 1–Rep 4
- **Stage mix:** 15 Early, 6 Mid, 1 Late

**Primary goal:** identify repeatable momentum-loss moments to prioritize coaching.

### Top Momentum Loss Patterns

#### Momentum Loss in Final Minutes (Next Step Vagueness)

- **Seen in:** 12 / 22 calls
- **Most common in:** Early-stage discovery calls
- **Typical timestamp range:** final 2–5 minutes

**What it suggests** Calls often end politely but without clear commitment language, increasing the likelihood of stall after the call.

**Coaching focus this week “Next step specificity”** — calendar hold, clear agenda, confirmed attendees.

#### Engagement Drop After Initial Pitch

- **Seen in:** 10 / 22 calls
- **Most common in:** Early-stage calls (minute 3–7)

**What it suggests** Rep talk time is high early in the call; prospects are not pulled into the conversation quickly enough.

**Coaching focus this week** “Pitch → question” transitions — shorten the first monologue and elicit context earlier.

### Tension Spike on Budget / Authority Questions

- **Seen in:** 7 / 22 calls
- **Most common in:** Mid-stage calls when qualification becomes explicit

**What it suggests** Qualification questions are landing as screening rather than collaborative planning.

**Coaching focus this week** Reframe qualification as planning; normalize the evaluation process.

### Stage Notes

#### Early-Stage Calls (Discovery)

- **Highest-risk moments:** minute 3–7 and call wrap-up
- **Best lever:** shorten early pitch + tighten next steps

#### Mid-Stage Calls (Demo / Follow-Up)

- **Highest-risk moments:** pricing transitions and stakeholder alignment questions
- **Best lever:** value anchoring before price + multi-stakeholder next steps

### Rep-Level Coaching Targets

These are pattern observations by rep alias, not “top” or “bottom” performer labels.

- **Rep 2:** repeated tension spikes during qualification → Focus on reframe language and collaborative framing
- **Rep 3:** repeated wrap-up vagueness → Focus on closing for a calendar hold
- **Rep 1:** strong early engagement but drops after demo → Focus on re-qualification post-demo

## Recommended Coaching Plan (Next 7 Days)

- **Team theme:** "Next step specificity"
  - **1:1 focus (Rep 2):** qualification reframing
  - **1:1 focus (Rep 3):** wrap-up commitment language
  - **Artifacts:** 3 clips per theme, ~10 minutes total [\[links\]](#)
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## Calls to Review (Triage List)

If you only review **5 calls** from this period, prioritize:

- **Call-021:** wrap-up stall + good recovery [\[link with timestamp\]](#)
  - **Call-019:** pitch engagement drop [\[link with timestamp\]](#)
  - **Call-028:** qualification tension spike [\[link with timestamp\]](#)
  - **Call-024:** pricing transition [\[link with timestamp\]](#)
  - **Call-026:** strong next steps example [\[link with timestamp\]](#)
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