

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 [\[links\]](#)
-

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 [\[link with timestamp\]](#)
-