

Transcript Submission Guidelines

1. Closed Won Deal Analysis

Purpose: Analyzes a single closed-won deal to identify key factors that contributed to success.

1. Number of Deals

- **Exactly 1 deal** (must be Closed Won).
- Provide **5–6 transcripts** from that deal (covering different stages, such as discovery, technical evaluation, negotiation, etc.).

2. Time Period

- Ideally from the **last 3–6 months** for the most relevant insights.

3. File Naming Convention

- Use the format: **DealName_DealStage.txt**.
- Example: AcmeCorp_Discovery.txt, AcmeCorp_Demo.txt, AcmeCorp_Negotiation.txt.

4. File Formats

- Acceptable text-based formats:
 - .txt
 - .doc / .docx
 - **Note:** We cannot accept raw audio files; please provide transcripts.
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2. Sales Rep Performance Analysis

Purpose: Evaluates the performance of a **single sales representative** across multiple deals and stages

1. Number of Transcripts

- Aim for **4–7 transcripts for a single rep**.
- Transcripts should ideally span **at least 3 different deals** (to capture varied contexts).
- **Minimum:** 3 calls total from 2 different deals if you have limited data, but insights will be less robust.

2. Deal Stages & Outcomes

- Provide a mix of calls from different stages: Discovery, Technical evaluation, Negotiation, etc.

- Include both won and lost deals if possible, for a fuller performance picture.

3. Time Period

- Ideally calls within the **last 3–6 months**.

4. File Naming Convention

- Suggested format: **DealName_DealStage.txt**.

5. File Formats

- Same as above: .txt, .doc/.docx
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3. Key Considerations for AI Analysis

1. **Speaker Attribution:** Transcripts must include proper speaker labels for each dialogue turn. Without clear attribution, the AI cannot accurately assess conversation dynamics.
 2. **Transcript Accuracy:** AI models rely on precise, complete transcripts to generate reliable insights. Incomplete or error-prone transcripts can lead to misinterpretations and reduce the overall quality of report.
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