

INSIGHT⑦

Manufacturing Sales: The Quote-to-Close Gap

THE CONVERSATION BEHAVIORS THAT DRIVE REVENUE

The Bottom Line

We scored hundreds of real sales conversations in manufacturing across five performance dimensions and grouped reps into tiers. Top-tier reps (top 25%) placed orders on 29% of their calls, quoted pricing on 33%, and ran project discovery on 88%. Bottom-tier reps (bottom 21%) placed orders on 0% of calls. Quoted pricing on 0%. Ran discovery on 20%. Same products, same price book, same inbound demand.

29% vs. 0% Order Rate

Top-tier reps placed orders on 29% of calls. Bottom-tier placed orders on 0%. Both with the same products, price book, and inbound demand. The gap is entirely behavioral.

77% Conversion Gap

The widest performance gap across all five dimensions, and the single strongest predictor of revenue outcome per call.

88% vs. 20% Discovery Rate

Top reps ran project discovery on 88% of calls. Bottom reps on just 20%. One treats every call as a sale in progress. The other treats it as an information desk.

The Real Problem

The difference isn't product knowledge or pricing authority. It's visibility into what's happening on every call, at scale, across every rep.

The Inbound Opportunity Most Teams Waste

THE MARKET CONTEXT

An inbound sales call is the most valuable asset in building materials. The customer has already identified a need, found your company, and picked up the phone.

\$23.35 Billion

U.S. roofing materials market in 2024, growing at nearly 5% annually



The U.S. metal roofing market alone reached \$5.4 billion in 2024. The South - particularly Florida - is the strongest growth region.



In 2023, 62% of roofing contractors expected their metal roof sales to increase the following year. Demand is not the problem.



43% of all calls in this dataset were explicit quote inquiries. Only 26% of those received an actual price on the call.

THE CONVERSION IMPERATIVE

The rep who quotes on the call captures the order. The rep who says 'I'll call you back' hands the customer to whoever quotes them first.

AOV

Average order value grows when reps ask about the full project, not just the product the customer called about.



Building materials sales doesn't sell like SaaS. The entire buying decision hinges on speed and expertise.



The call is the product evaluation. The customer's experience of the rep IS their basis for deciding where to place the order.



Quote quality doesn't just correlate with conversion, it is conversion.

Why Quote Call Visibility Is Now a Revenue Imperative

The performance data exists inside every sales call. The problem is that almost none of it is being captured, scored, or acted on.

98% of Calls Are Invisible

Most inside sales managers manually review less than 2% of calls. The other 98% pass through unscored, uncoached, and uncorrected- regardless of what happened on them.

The Patterns Are Too Complex for Manual Review

A 77% conversion gap, an 88% vs. 20% discovery rate, a 33% vs. 0% pricing rate - no human reviewer can track these behavioral patterns at scale across hundreds of reps and thousands of calls.

Manual QA Catches the Wrong Things

Manual review catches obvious errors. AI evaluation catches the behavioral patterns that actually drive orders - and the subtle gaps that compound into a 0% close rate.

Teams that cannot see inside their sales calls cannot manage them. Visibility is the prerequisite to improvement, at any scale.

Methodology

This report is built on scored behavioral data from real inbound sales calls at a building materials manufacturer.

01

Real Sales Calls at Scale

We scored hundreds of real inbound sales calls using Insight7's conversation intelligence platform. All calls involved customers inquiring about metal roofing panels, accessories, and related building materials across multiple branch locations.

03

Tier Classification

Calls were grouped into performance tiers by weighted composite score: **Top 25% / Middle 54% / Bottom 21%**. Tier labels are used throughout this report to compare behavioral patterns across the full performance spectrum.

02

Five Dimension Scoring Framework

Each call was scored 1–10 across 5 dimensions, mapped to whether a quote call converts to a paid order.

Dimensions: Conversion & Close Execution, Discovery & Needs Assessment, Product Knowledge & Communication, Customer Experience & Rapport, Value Maximization & Efficiency.

04

What This Measures

Not whether reps used the right words, but whether they executed the behavioral sequence that converts. The scoring captures what actually moves a customer from inquiry to placed order.

Every score in this report reflects real behavioral data, not modeled estimates or industry averages.

The 5 Performance Dimensions

Every call scored 1–10 across five dimensions. The gaps reveal exactly where revenue is lost.



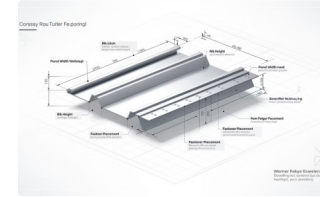
Conversion & Close Execution

77% gap. Top reps quote pricing on the call and move toward an order. Bottom reps never quoted pricing once. 29% vs. 0% order placement rate.



Discovery & Needs Assessment

47% gap. Top reps confirm gauge, profile, color, length, quantity, and application before quoting. Bottom reps quote blind or never get far enough to ask.



Product Knowledge & Communication

24% gap. Top reps speak fluently about panel profiles, gauge differences, and accessories. Bottom reps put customers on hold or defer to callbacks.



Customer Experience & Rapport

14% gap. Top reps greet warmly, use the customer's name, and project competence. Bottom reps open with 'Hello?' and sound unprepared.



Value Maximization & Efficiency

7% gap. Only 14% of all calls included a cross-sell suggestion. Top reps attempted it 17% of the time. Bottom reps: 0%. The entire team underperforms here.

Key Behavioral Insights

Four patterns emerge from the data that go beyond individual dimension scores - signals that separate high-revenue inside sales teams from those leaving money on every call.



Quote on the Call, Not Later

Top reps quoted pricing while the customer was on the phone. Bottom reps said 'let me get that together and call you back.' By the time they followed up, the order was already placed with a competitor. Speed is the conversion lever.



Confirm Specs Before Quoting

The 47% discovery gap means bottom reps are quoting blind. Missed specs don't just lose orders — they create returns, recuts, and customer frustration that kills repeat business. Ask about gauge, profile, color, length, and application before naming a price.



Build the Full Order, Not Just the Line Item

A metal roofing order without screws, trim, ridge cap, and closure strips is incomplete. Top reps asked about the full project. Bottom reps answered the question they were asked and stopped. Every panel order should prompt a materials checklist.



Know Where Coaching Pays Off

Some reps are one skill away from closing. Others have fundamental gaps across every dimension. Visibility into individual performance patterns lets you invest coaching hours where they'll produce the biggest return.

Ready to see where your team is losing orders? Book a demo at insight7.io

The Coaching Playbook

Benchmarks from the top-performing tier. Listed in order of impact.

Metric	Target	Avg Now	What to Coach
Conversion Score	≥ 7.5/10	5.90	Every quote call includes pricing on the call or a quote sent within the hour. Every call ends with a defined next step.
Discovery Score	≥ 7.5/10	6.32	Confirm gauge, profile, color, length, quantity, and application before quoting. Ask about the project, not just the product.
Product Knowledge	≥ 7.0/10	6.60	Reps should quote common panels, accessories, and delivery options without checking. Hesitation costs orders.
Cross-Sell Rate	≥ 50% of quote calls	14%	Standard accessory prompt on every quote: "Do you need screws, trim, and ridge cap for this?" Make it a checklist, not a suggestion.
Branded Greeting	100% of calls	Varies	"Thank you for calling [Company] [Branch], this is [Name], how can I help you?" Every call, every time.
Next Step Defined	100% of calls	Varies	No call ends without an action: order placed, quote sent, follow-up scheduled, or visit confirmed.
Call-to-Quote Time	Same call or < 1 hour	Varies	Speed wins in building materials. The first quote the customer receives is usually the one they buy from.



Coach Conversion First

Fix conversion execution before anything else. Reps who never quote on the call can't be coached on objection handling.



Ask About the Project

A rep who only answers the question asked is not a salesperson. Prompt reps to ask about the full scope before quoting.



Build the Full Order

Reps who suggest accessories and confirm specs convert at dramatically higher rates than those who quote a single line item.

Start with conversion execution. Fix that first, and the rest follows.

Why Insight7



The performance gap isn't a talent problem. It's a visibility problem. Insight7 gives you the data to close it.



100% Call Coverage

AI scores every call. Every rep. Every day.



Pinpoint Where Orders Are Lost

Identify exactly which dimension - conversion, discovery, product knowledge - is costing each rep revenue.



Targeted Coaching at Scale

Turn behavioral patterns into coaching priorities. Invest hours where they produce the biggest return.



Measurable Revenue Impact

More orders placed, higher average order values, and a team that improves measurably over time.

From 0% to 29% isn't luck. It's a system. Insight7 makes that system visible.

Ready to Turn Conversations Into Compounding Advantage?

Book a demo and find out exactly where your reps are winning, and where order revenue is leaking.

[Book a Demo](#)