



The 6.9%: What Top Call Performers Do, And How To Make It Repeatable

“You don’t need better reps. You need better signal.”

This is not another generic sales coaching article. It’s the first release in our **Call Analytics Index**, a data backed benchmark built from 6,209 real conversations, analyzed using Insight7’s call evaluation platform.

Our goal is simple: make call excellence visible and repeatable. Most teams coach from intuition. We’re replacing that with evidence.

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Key Definitions

Turn Balance Score

How evenly speakers take turns in a conversation.

Actionable Outcomes

Measures how often a conversation ends with clear next steps, decisions, or follow ups.

Goal Achievement

Evaluates whether the core objective of the call was met (e.g., issue resolved, decision made, feedback collected).

Empathy & Rapport

Measures how well the speaker connects emotionally and builds trust with the other party.

Problem Resolution

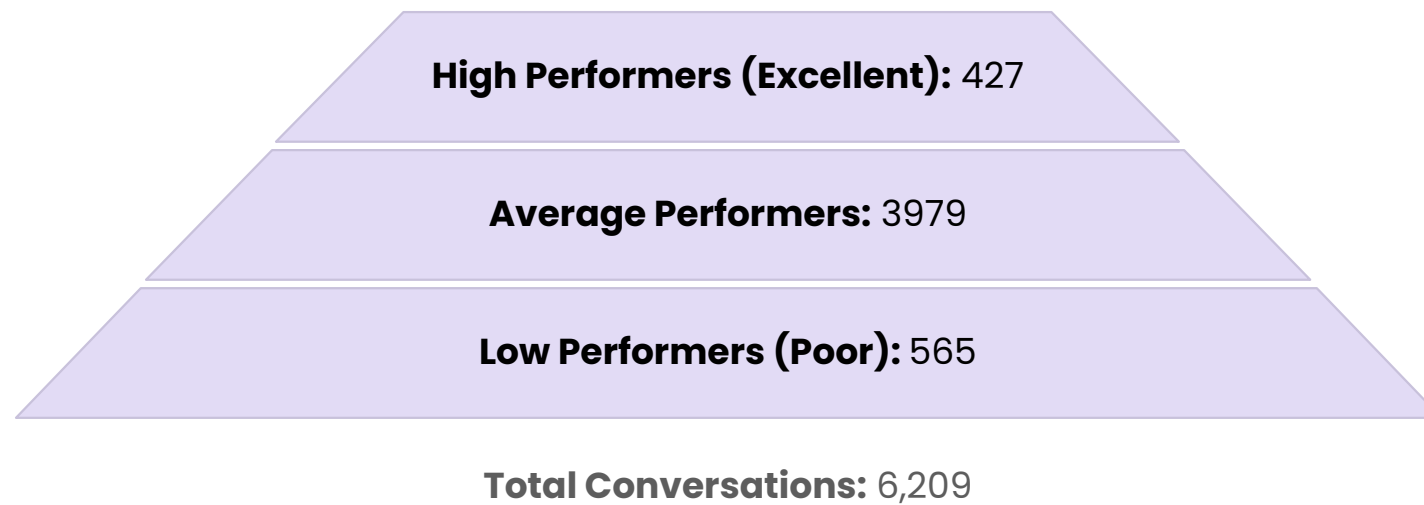
Assesses how effectively issues were identified, addressed, and resolved during the conversation.

Information Density

The quantity of meaningful information shared



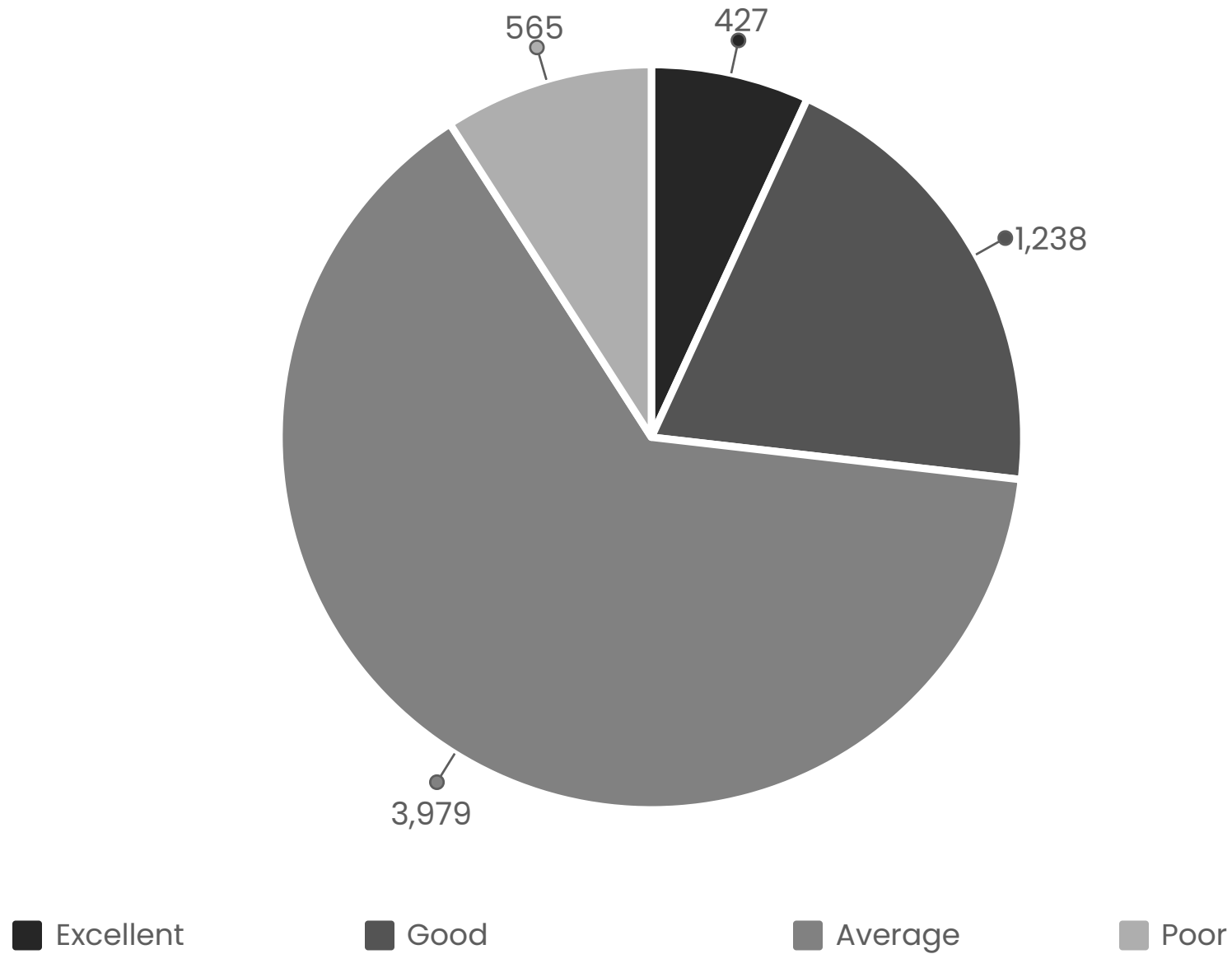
Inside The Evaluation



Scoring Dimensions

- Problem resolution
- Goal achievement
- Empathy Rapport
- Turn balance
- Actionable Outcomes
- Communication Clarity
- Information density
- Complaints Resolution
- Negotiation
- Enthusiasm Score
- Overall Effectiveness
- Participant Satisfaction

Performance Tier Breakdown





Top 3 Differentiating Factors

What differentiates top reps from average reps

72.0%

Actionable Outcomes

56.0%

Problem Resolution

53.8%

Goal Achievement



What Top Performers Actually Do

We compared the **top 6.9%** (rated Excellent) against all other tiers.
The insights reveal clear, coachable behaviors:



1. They ask more (and better) questions

Metric	Excellent	Average	Delta
Questions per Call	14.3	10.4	+37%
Question Density (/min)	1.2	0.6	2x

Takeaway: These reps use questions not to interrogate, but to guide – balancing clarity, curiosity, and control. They're strategic in their timing, often asking key qualifiers before offering any solutions. It's consultative selling in action, and it's teachable.

2. They don't dominate, they balance

Bad coaching advice: "Take control of the conversation."

What the data shows: Top reps **share the floor**.

Metric	Excellent	Poor
Speaker Dominance Ratio	1:1 (almost equal)	1:8 (rep dominates)
Turn Balance Score	0.4	1.2

Takeaway: Balanced talk time unlocks trust, reduces defensiveness, and boosts engagement. When reps dominate, they miss what matters – objections, motivations, pain. Top reps listen early so they can lead later.





3. They Drive Outcomes

High performing reps aren't trying to win the call. They're trying to win the next step.

Metric	Excellent	Average	Delta
Actionable Outcomes	4.8	3.3	+45%
Information Density	+27%	-	27%

Takeaway: Top reps don't just talk, they deliver clarity and momentum. Good conversations feel good. Great ones move things forward. Reps who anchor the end of the call with clarity ("Here's what we'll do next...") are far more likely to close. That behavior is trainable.

4. They Lead with Emotional Intelligence

We measured **empathy, rapport, and tone**, and here's what came up:

Metric	Excellent	Poor	Delta
Empathy & Rapport	4.7	2.8	+68%
Enthusiasm Score	+35%	-	+35%
Exclamation Count	2.4x	-	

Takeaway: Emotion drives recall, connection, and response. It is the delivery system of your message. High performers match tone, inject warmth, and energize the conversation, in a way that builds momentum. That creates follow through.

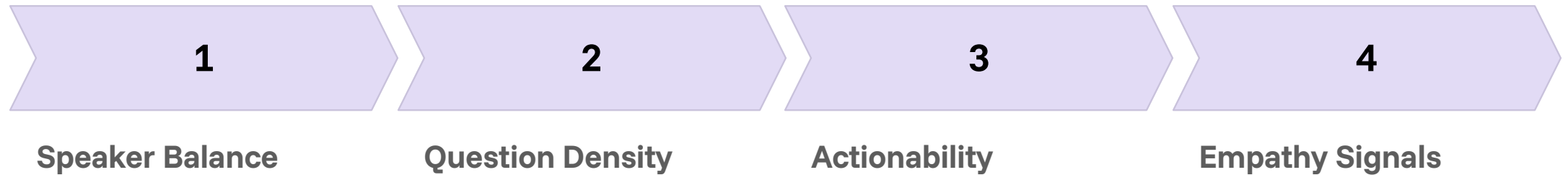




Coaching Takeaways: How to Level Up Everyone Else

This is a blueprint for repeatable excellence.

Step 1: Benchmark What Great Looks Like - in Your Team's Voice

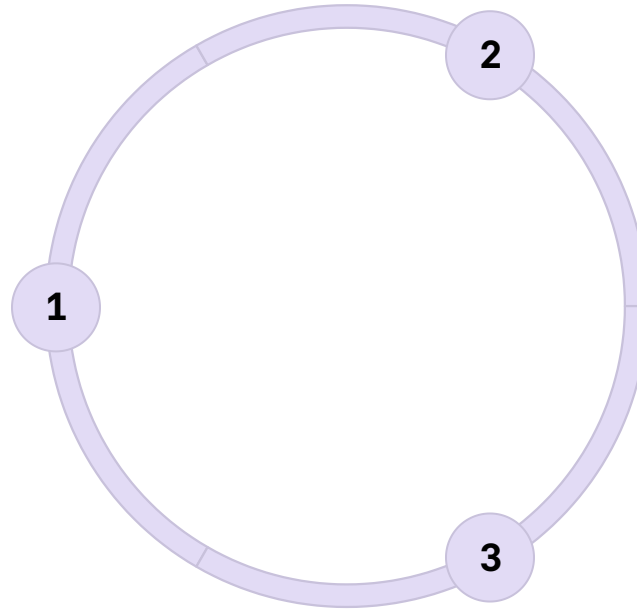


Then set personalized micro goals: *"Next week, aim for 12+ meaningful questions."*
This is how average becomes excellent – with data, not pressure.

Step 2: Clip and Coach

Build a library of real team calls that:

Show strong question pacing



Balance speaker turns

Land next steps clearly

Use these as your training base.

Step 3: Operationalize Excellence

Make performance metrics visible. Coach to the metrics:

1

Avg. Questions > 12

Ask more than 12 questions. Top reps don't ramble, they ask clear, purposeful questions that guide the call.

2

Turn Balance < 1.2

Keep turn balance under 1.2. If one person talks way more than the other, that's a red flag. Great calls feel like real conversations, not monologues.

3

Actionability > 4.5

Score above 4.5 on actionability. Every call should end with clear next steps. No confusion, no "I'll get back to you."

4

Empathy > 4.5

Score above 4.5 on empathy. People respond better when they feel heard. Top reps show they care — not just sell.

Track them weekly. Tie them to deal movement or resolution quality.

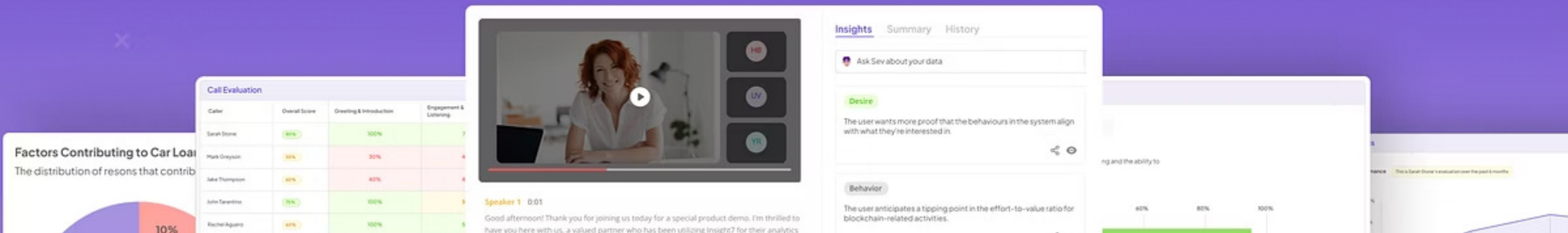


Why This Matters Now

Most teams operate in the dark. They coach from their gut , promote based on “feel,” and have no idea why one rep consistently outperforms the rest.

But the answers are in the calls, if you know where to look.
This report is about democratizing excellence.

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You don't need better reps. You need a better signal from your calls.

Insight7 gives you exactly that, performance level evaluations of every conversation, so you can coach precisely, scale what works, and finally know what great actually looks like

Ready to see what your top reps are doing?

Get instant call evaluations that reveal the patterns hidden in your team's conversations, and evaluate your team's real calls, instantly

[Try Insight7 for Free](#)

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