



SAMPLE · ANONYMIZED

## No close – and the real blocker wasn't price.

47-minute SaaS call. Offer \$4,200. Analyzed in ~8 minutes. This is what a QC report looks like when you upload a call.

VERDICT

No close

CLOSE SCORE

28 / 70

CALL DATE

Sample · 2026

## NO CLOSE

47-min SaaS call · Offer \$4,200 · Analyzed in ~8 min

28 /70

Close score

Prospect said “I need to think about it.” Real blocker: they didn’t trust themselves to implement — not price. Price was presented before decision context was built.

### TOP 3 ERRORS — WITH EXACT TIMESTAMPS

·14:20

#### Price before decision context

*“So the investment is forty-two hundred...” — said right after testimonials, before isolating the real fear.*

·22:05

#### Didn’t isolate “I need to think”

*“Totally fair, take your time.” — accepted the excuse instead of separating smoke from the real objection.*

·31:40

#### Silent killer left untouched

*Prospect hinted at past CRM failures. Closer never asked what made those fail — so “will this work for us?” stayed open.*

### WHAT YOU DID RIGHT

Strong discovery early (~min 6–11). Prospect named a concrete pipeline pain without being pushed. That win is still usable on the follow-up.

### RECOVERY LINE — SEND TODAY

*“I get it — you’ve tried tools that promised the same thing. Here’s the difference: in your first 48 hours the pipeline is live, not in 90 days. Want 12 minutes tomorrow to walk that first win with your team?”*

## This sample stops at the action layer.

Your real QC report continues with the coaching breakdown — prospect profile, objection diagnosis, training scripts, and the closer mission. When you save or print it, that usually lands around 30–40+ pages.

### Prospect profile

How they decide, what they fear, what language lands.

### Objection diagnosis

Surface friction vs. the real objection underneath.

### Training scripts

Exact words for the next call — not generic tips.

### Closer mission

One priority error, one action, one success signal.

**Sample only.** Names, quotes, and offer details are fictional. Structure matches a live QC report from Closing Code AI.