



How SME Owners Can Systematically Improve Sales Closing Using Real Conversations

A practical framework for sustainable revenue growth



The First Honest Question

- Do you believe your product is good?
- Do you know why deals are lost?



The Visibility Gap

- Hardworking Team
- Good product
- Inconsistent results



The 3 Sales Illusions

- We need more leads.
- My team is quite experienced.
- I can tell who is good.



The 6 Layers of Every Sales Conversation

- Emotional
- Questioning
- Objection
- Value
- Decision
- Intelligence



Emotional Layer

- Trust
- Tension
- Control



Questioning Layer

- Surface Pain vs Root Pain



Objection Layer

- Price
- Timing
- Authority
- Trust



Value Layer

Generic Pitch vs Customised Value



Decision Layer

Clear next step?

Or vague follow-up?



Intelligence Layer

- Competitor mention
- Budget hesitation
- Buying cycle signals





Manual System: Step 1

Record Every Conversation



Manual System: Step 2

- Score each meeting (1-10)
- Rapport
- Questions
- Objections
- Value
- Closing





Manual System: Step 3

Pattern Log Spreadsheet





Manual System: Step 4

Weekly Review Session (1 hour)



The Revenue Impact

30% closing > 36% closing

= 20% revenue growth



Why Most SMEs Don't Maintain This

- Time
- Bias
- Fatigue
- Inconsistency





The Future of Sales Visibility

Data-driven coaching

Conversation intelligence

Continuous improvement loops



Final Reflection

If you cannot see it,
You cannot improve it.



What if This Could Be Automated?

What if this entire review system ran automatically

After every sales meeting?

- No manual scoring
- No spreadsheet tracking
- No boss listening to recordings
- No emotional bias





That's What XXELL Was Built For

A Sales Visibility & Intelligence System



Final Question

Your conversations already contain the answers.
Are you listening?

WhatsApp: 017-8316168

Email: tlee@xxell.ai

