

Get Your Velvet Team Score

Coaching on gutfeel works up to a point. After that, you need a reference.

Velvet.score maps your sales team's conversations across 6 pillars and 29 dimensions. Methodology-agnostic, it works with whatever framework your team already uses.

You share a few calls. We analyse them, a Velvet expert reviews the output, and you receive a full report plus a 30-minute debrief to walk through it together.

Not a scan. A diagnosis.



What You Get

A Full velvet.score Report

Your team's performance, mapped with actionable insights, reviewed by an expert.



6 Pillars, 29 Dimensions

From pain identification to objection handling. Methodology-agnostic, fits whatever framework your team already runs on.



Team and Per-Rep View

Team-level patterns and individual scores side by side, so you know where to start.



30-Minute Expert Debrief

Not a PDF dropped in your inbox. A working session with a Velvet expert to walk through findings and set priorities.



Martin Rienstra
Head of Sales



"I was genuinely impressed. The analysis was remarkably accurate. What I already suspected about my team was right there in black and white. But what surprised me were the things I hadn't seen yet. Concrete improvement points, down to the level of what to do differently in your next conversation.

And it doesn't stop at the report. The output is reviewed by real sales experts. You can go back to them, dig deeper, have an actual discussion about what you're seeing. That's what makes this different. It's not a tool that spits out a score. It's a team that thinks with you.

Other tools give you data. With Velvet you get coaching."