



How Olympia Steel Buildings Saved 1,700+ Hours Annually

and Improved
Sales Objection
Handling by 12%
with MiaRec





At a Glance

Olympia Steel Buildings manages a high-volume sales team selling customizable, pre-engineered steel buildings across North America. Before MiaRec, managers spent hours manually listening to call recordings and could only review a small sample of rep conversations, leaving missed closes, pricing issues, objections, and coaching opportunities harder to catch.

With MiaRec's AI-powered Conversation and Revenue Intelligence platform, Olympia replaced manual call review with automated daily reports, AI call summaries, and actionable sales insights. Managers can now quickly identify the conversations that need attention without listening to every recording.

As a result, Olympia Steel Buildings:

- **Improved objection-handling effectiveness by 12%**
- **Saved 1,700+ hours annually in overall sales operations call review time**
- **Reduced manager call review time by 83%**
- **Gained full visibility into sales performance across every rep**



83%

REDUCTION IN MANAGER
CALL REVIEW TIME

Managers can review call summaries in ~10 minutes instead of an hour or more.



1,700+

HOURS SAVED ANNUALLY

Across sales operations by replacing manual call review with AI-powered reports and summaries.



12%

IMPROVEMENT IN OBJECTION
HANDLING EFFECTIVENESS

Average Objection Handling Effectiveness score improved from 3.3 to 3.7 out of 5.



About Olympia Steel Buildings

Olympia Steel Buildings supplies customizable, factory-direct steel buildings for residential, agricultural, commercial, and specialty projects across North America.

Because each project is unique, Olympia's sales conversations are often detailed and consultative. Reps need to understand the customer's intended use, building requirements, timeline, budget, location, and competing options. They also need to explain pricing clearly, handle objections effectively, and create a strong next step.

For Olympia's sales managers, that made call review an important part of coaching. But as call volume increased, manual review became impossible to scale.

Founded: 1988

Headquarters: McKees Rocks, PA





The Challenge: Manual Call Review Couldn't Keep Up With Sales Call Volume

Before MiaRec, Olympia's managers relied heavily on manual call review. Sales leaders would listen to recordings, take notes, and look for coaching opportunities across the team.

The process was valuable, but time-consuming. Some customer conversations lasted up to 40 minutes, which meant they could spend hours reviewing calls while still covering only a small portion of the team.

That meant managers often had to choose which reps or calls to review. Important coaching moments could go unnoticed unless a specific rep happened to be selected for review that day.

Without a scalable review process, Olympia Steel Buildings had limited visibility into whether reps were following the sales process consistently, from asking the right discovery questions and capturing building requirements to explaining pricing, handling objections, attempting to close, and setting clear next steps.

Olympia Steel Buildings needed an efficient, reliable way to understand what was happening across sales calls without adding more manual workload or headcount.

Key Challenges

- **Manual Call Review Couldn't Scale.** Managers spent hours listening to long sales calls, yet could only review a small sample of conversations.
- **Limited Visibility Created Coaching Gaps.** Because only select calls were reviewed, managers could miss important patterns in discovery, pricing, objection handling, closing, and follow-up.
- **Missed Closes and Unaddressed Objections Were Harder to Catch.** Without a faster way to surface red flags, opportunities to coach reps or recover deals could be missed until it was too late.



The Solution: MiaRec Revenue Intelligence for Consistent Sales Execution

Olympia Steel Buildings adopted MiaRec's Revenue Intelligence to transform call review from a manual listening process into a scalable sales performance workflow.

Instead of relying on managers to listen to a small sample of recordings, MiaRec analyzes sales conversations across the team, evaluates agent performance with a Sales Auto QA scorecard, and extracts the insights managers need to understand whether reps are following the sales process consistently. This gives managers a fast, measurable way to compare performance, identify coaching opportunities, and track improvement over time.

Each evening, MiaRec sends automated reports that help managers quickly review the day's sales conversations and identify where coaching, follow-up, or manager attention is needed. These reports include Revenue Intelligence insights, Sales Auto QA scores, and custom sales-focused call summaries from each conversation. Together, these insights help managers evaluate sales execution consistently across every rep and every opportunity.

The reports help managers understand key sales insights from each conversation, including:

- **Customer and Project Context:** key building details, customer needs, and overall project fit.
- **Sales Execution:** Auto QA score, total dollar amount discussed, solutions offered, objection handling, whether the rep attempted to close, and how the customer responded to that closing attempt.
- **Deal Intelligence:** customer buying signals, competitors mentioned, and sales lost reasons.
- **Deal Status and Next Steps:** call outcome, action items, and agreed-upon follow-up.

With MiaRec, managers can quickly see which calls are moving the sales process forward, which opportunities may be at risk, and where reps may need additional coaching to improve consistency. By combining Revenue Intelligence insights, Sales Auto QA scoring, and custom sales-focused summaries, Olympia can manage sales performance at scale without relying on time-consuming manual call review.



"The call summaries are great because there could be a 30-minute call, and I only have to read a few sentences to know what happened."

— Heather Gutierrez, Sales Manager



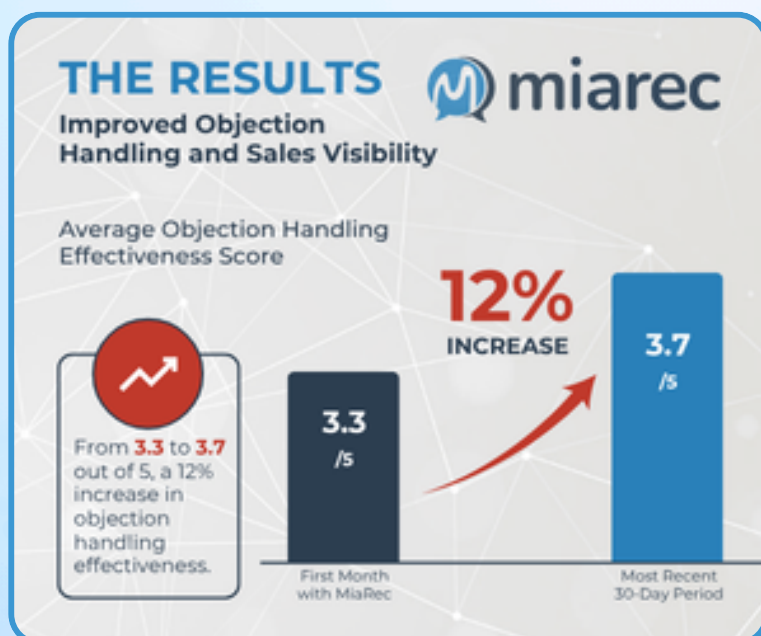
The Results

Improved Objection Handling and Sales Visibility

By giving managers a faster way to review sales conversations at scale, MiaRec helped Olympia Steel Buildings identify sales performance gaps that previously could have gone unnoticed. Missed closes, pricing issues, weak objection handling, and unclear next steps became easier to catch early, giving managers more time to coach reps, recover opportunities, and prevent small issues from turning into missed sales opportunities.

That visibility helped managers intervene while conversations were still fresh, whether that meant coaching the rep, assigning a follow-up call, or helping recover an opportunity that may otherwise have been missed. It also made coaching more specific and actionable, giving managers real examples of where a close should have happened or how a customer concern could have been handled more effectively.

MiaRec also gave Olympia Steel Buildings a measurable way to track sales performance trends. Using the Average Objection Handling Effectiveness report, Olympia saw its sales team's score improve from 3.3 to 3.7 out of 5, a 12% increase from its first month using MiaRec to the most recent 30-day period.





Because objection handling plays a critical role in whether opportunities move forward or stall out, improving this skill set helps sales teams create more productive conversations, maintain momentum during the buying process, and increase the likelihood of winning deals.

MiaRec's daily reports became vital to Olympia's sales management process. Heather Gutierrez, a sales manager at Olympia Steel Buildings, receives reporting across the organization, while managers receive reports for their own teams, helping keep leadership aligned on rep performance.



"If we find a spot where we didn't get to the close, somebody else on the team can call them back and try to overcome whatever objection."

— Heather Gutierrez, Sales Manager

Reduced Call Review Time by 83% and Saved 1,700+ Hours Annually

Before MiaRec, managers spent hours listening to call recordings and could only review a limited sample of conversations.

Now, a manager responsible for five reps can review call summaries in about 10 minutes a day instead of spending an hour or more listening manually, reducing manager review time by 83%. For Heather, what once took 2+ hours to review calls for one or two reps now takes about one hour to review calls across the entire sales team.

Across Olympia's sales operations, replacing manual call review with automated reports and AI-powered call summaries saves more than 1,700 hours annually.

Those time savings give managers more time to focus on coaching reps, following up on missed opportunities, and helping the team improve.





Integrated Into Olympia's monday.com CRM Workflow



Olympia Steel Buildings uses MiaRec Conversation and Revenue Intelligence insights in its monday.com CRM, giving managers and reps a central place to review customer conversation context alongside the lead record.

With AI-powered summaries and dispositions preserved in the CRM, teams can quickly see what the customer asked for, what the rep recommended, whether pricing or objections came up, and what next step should happen.

That context is especially valuable in a fast-moving sales environment where reps handle many leads and managers coach multiple team members. By bringing Conversation and Revenue Intelligence into the CRM, MiaRec helps Olympia Steel Buildings make sales conversations easier to review, act on, and use for coaching.



“Having [MiaRec data] come into monday.com makes it so much simpler for the rep and manager to go in and say, ‘This is what happened. I know what to do next.’”

— Heather Gutierrez, Sales Manager



Bottom Line

With MiaRec, Olympia Steel Buildings transformed call review from a time-consuming after-hours task into a scalable sales coaching workflow.

Managers no longer need to rely on full recordings to understand what happened on customer calls. Instead, they receive daily reports with AI-powered call summaries that surface missed closes, objection-handling gaps, pricing issues, follow-up opportunities, and rep coaching moments.

The value extends beyond time savings. Olympia Steel Buildings can now coach new hires earlier, help reps handle objections more effectively, recover missed opportunities sooner, and preserve customer context directly inside its CRM workflow.

For Olympia Steel Buildings, MiaRec turned everyday sales conversations into a daily sales management advantage.

Schedule a conversation with MiaRec

Ready to scale call review without adding more manual work?

Schedule a Conversation

 www.miarec.com/contacts

