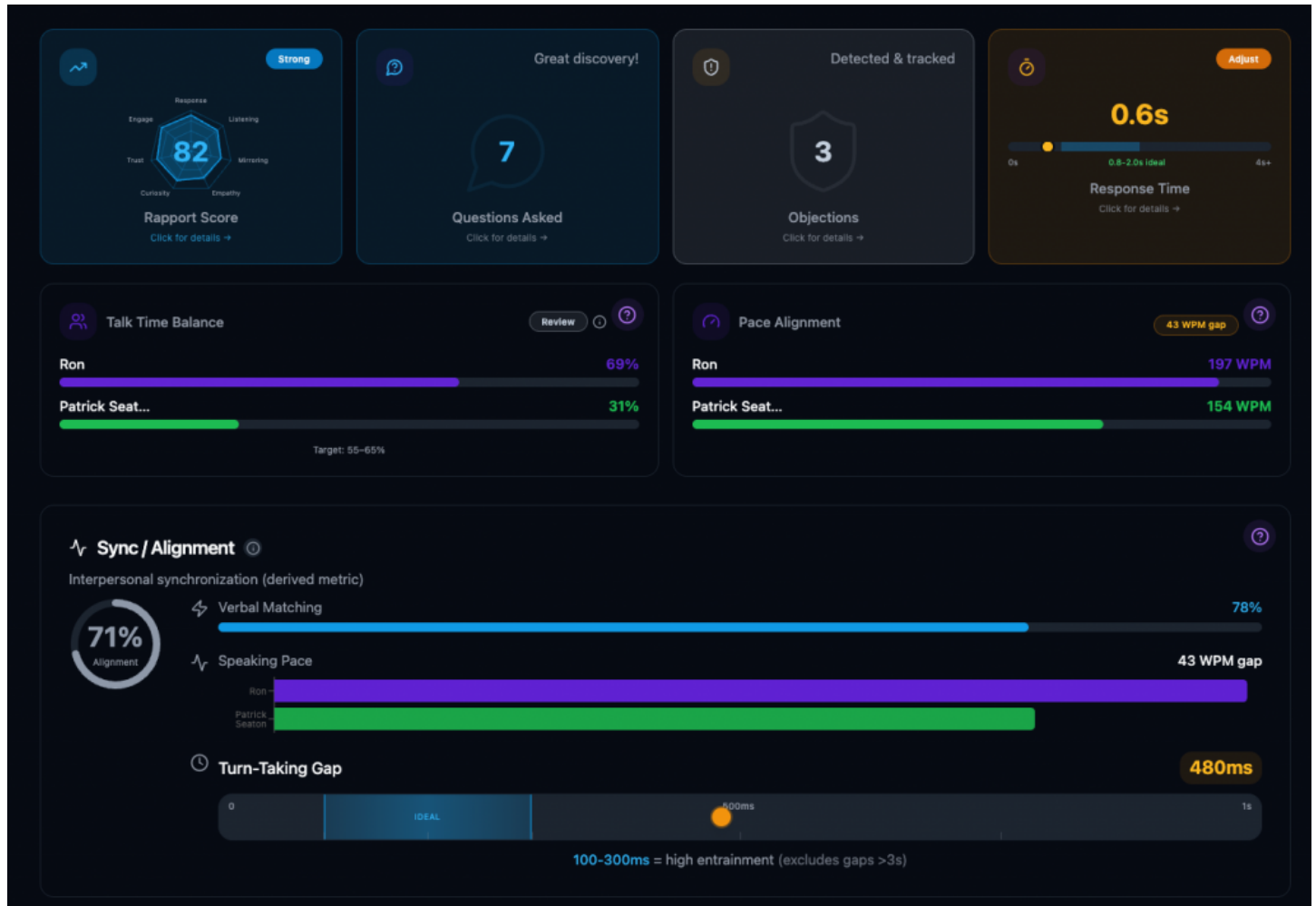


Conversation Intelligence Was Built for the Fortune 500: RapportScore.ai Just Made It Accessible for The Rest Of Us

New Science-Based Platform Brings Enterprise-Grade Call Analysis and Coaching to Any Team That Records Sales Conversations No Six-Figure Contract, No CRM Integration, No RevOps Team Required



Oviedo, Florida Mar 5, 2026 (Issuewire.com) - Canva made design accessible. Gusto opened HR to small businesses. Stripe made payments mainstream. In every category of business software, there comes a moment when a capability that was locked behind enterprise contracts and dedicated departments becomes accessible to everyone.

For conversation intelligence, the technology that analyzes recorded sales calls to surface what's working and what isn't, that moment is now.

Today, **RapportScore.ai** launches as a science-based, AI-enhanced conversation intelligence platform designed to help anyone who sells or meets over recorded calls see how they actually come across in those conversations, and know exactly what to practice next. No enterprise budget. No CRM integration. No six-month implementation. Upload a call, and the platform goes to work.

A Trillion-Dollar Skill Gap Hiding in Plain Sight

Every modern sales organization records its calls. Zoom, Teams, Google Meet, Dialpad , the recording infrastructure is solved. What isn't solved is what happens next.

Research shows that sales managers review less than one percent of all recorded calls. The conversations that determine whether deals close or die , the moments where rapport breaks, where curiosity disappears, where a buyer's trust quietly erodes , sit in cloud storage, unexamined. Hours of the most valuable behavioral data a sales team produces, gathering digital dust.

The conversation intelligence platforms that emerged to address this , Gong, Chorus, Salesloft , brought real innovation. But they brought it behind a velvet rope. Platform fees start at five figures annually. Mandatory CRM integrations that require dedicated RevOps teams to configure and maintain. Multi-year contracts with early termination penalties. Implementation timelines are measured in quarters, not days.

And now those incumbents are moving *upmarket*, not down. Gong has pushed per-user pricing upward through mandatory bundling. Chorus has been absorbed into ZoomInfo's enterprise ecosystem, with feature innovation widely reported as stalled since the acquisition. Salesloft's conversation intelligence features remain criticized by users as underdeveloped.

The result is a widening gap: the technology to understand what happens on sales calls exists, but the vast majority of people who sell for a living can't access it. They record every call. They learn from almost none of them.

Measurement First, AI Second

RapportScore was built from the ground up to close this access gap , not by building a cheaper version of an enterprise tool, but by rethinking the architecture entirely.

Users upload a recorded call. The platform's analysis engine , built on 17 deterministic measurement categories , processes the conversation to surface behavioral patterns across seven rapport dimensions: Responsiveness, Active Listening, Mirroring, Emotional Acknowledgment, Curiosity, Trust Building, and Engagement. The system generates approximately 2,400 unique data points per hour of conversation, all computed deterministically from specialized transcript analysis before any AI interpretation layer is applied.

That architecture is deliberate. Most platforms in this space rely primarily on large language models to interpret calls, making them, functionally, AI wrappers around transcription. When the model hallucinates or misinterprets context, the coaching recommendations that follow are built on sand. RapportScore's foundation is a deterministic measurement. The behavioral scores are computed before any AI touches the data. The science comes first. AI enhances the coaching experience on top of that factual foundation , not as a substitute for it.

The platform then channels those insights into targeted AI role-play coaching, where users practice the specific behaviors flagged in their actual conversations , not generic sales scenarios. Someone who interrupts too often practices active listening. Someone who jumps to solutions too early practices curiosity-driven discovery. The practice is narrow, the feedback is specific, and the improvement is visible on the next call.

A structured Belt System , Foundation through Mastery , provides a framework for tracking behavioral progression over time, inspired by founder Ron Skelton's 18 years of martial arts instruction. The same

principle applies: measure where someone is, show them what to work on, measure again.

The core loop: Analyze → Score → Train → Improve → Re-Analyze.

What Changes When Conversation Intelligence Isn't a Luxury

When design tools were only available to agencies with Adobe licenses, most businesses settled for ugly marketing. When HR software required a dedicated department, small companies managed payroll on spreadsheets. Access changes behavior. Tools that were luxuries become expectations.

RapportScore is built on the premise that the same shift is overdue for how people develop conversation skills. Today, a sales leader who wants to understand what's happening on their team's calls has two options: spend hours manually reviewing recordings, or spend five figures on a platform designed for a company ten times their size. Most choose a third option, they guess. They coach on gut instinct. They give feedback based on the one call they happened to overhear.

RapportScore is designed to make that tradeoff disappear. The platform doesn't just transcribe what was said. It measures *how* it was said, turn-taking patterns, pacing, interruption frequency, the depth and timing of discovery questions, and whether emotional cues were acknowledged or steamrolled. These are the behavioral signals that buyers respond to, often without knowing why. Until now, no tool at an accessible price point has been able to measure them.

That means the sales manager reviewing calls on a Sunday night can finally see patterns across a whole team instead of one recording. The coach trying to develop reps can point to data instead of intuition. The founder who closes every deal personally can finally see *what* they do differently, and teach it. The consultant brought in to improve a team's performance can audit conversation quality in a week, not a quarter.

Anyone whose revenue depends on conversations deserves a tool that makes those conversations measurable, coachable, and improvable. That shouldn't require an enterprise contract.

Why an Engineer Built This, Not a Sales Consultant

Ron Skelton spent five years in Air Force Intelligence, where his job was separating real signals from noise. He carried that discipline through a career that spanned Silicon Valley's dot-com era (director-level operations at Brightmail, Excite@Home, Lockheed Martin), a decade of small business marketing coaching, and 2+ years hosting How2Exit, a top-ranked M&A podcast with 290+ episodes.

In 2025, after personally analyzing over 150 sales calls, podcast interviews, and team meetings, a pattern became impossible to ignore: the same invisible communication breakdowns kept appearing in conversation after conversation. Reps losing rapport at predictable moments. Founders unable to explain what they did differently. Coaches giving advice they couldn't measure.

"I didn't see a coaching problem," Skelton says. "I saw a measurement problem. Everyone had opinions about what makes a great sales conversation. Nobody could measure it. The tools that were tried were either priced for the Fortune 500 or built on AI interpretation that missed the behavioral layer entirely. I wanted to build something where the science comes first, the data is real, and any team that records calls can use it on day one."

Skelton built RapportScore as an engineer, not as a consultant selling methodology. The platform's 17

measurement categories and belt progression system draw on his 18 years of martial arts instruction , where skill development follows a structured, measurable path from white belt to black belt. The same philosophy applies: measure where someone is, show them what to practice, measure again.

“You shouldn’t need to spend what a mid-level sales rep earns just to understand what’s happening on your team’s calls,” Skelton says. “Conversation intelligence shouldn’t be a luxury. If you record calls, you should be able to learn from them.”

Availability

RapportScore.ai is available now at rapportscore.ai. The platform supports upload-based analysis with no CRM integration required. Pricing starts at \$59/month.

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About RapportScore

RapportScore.ai is a science-based, AI-enhanced conversation intelligence platform that democratizes enterprise-grade call analysis for teams of every size. The platform analyzes recorded conversations across seven rapport dimensions using 17 deterministic measurement categories, then channels insights into targeted AI role-play coaching with a structured Belt System for measurable skill progression. No CRM integration required. No enterprise contract. No six-month implementation. Upload a call and start learning from it. Founded in 2025 by Ron Skelton. Learn more at rapportscore.ai.

About the Founder

Ron Skelton is the founder of RapportScore.ai. A U.S. Air Force Intelligence veteran, serial entrepreneur, and host of How2Exit , a top-ranked M&A podcast with 290+ episodes , Ron has spent decades building, buying, and advising businesses. He built RapportScore after analyzing 150+ sales calls, podcast interviews, and team meetings and recognizing that the same invisible communication breakdowns kept appearing , and nobody had an accessible tool to measure them. He lives in Sonoma County, California.

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