THE SECRET TO REVENUE ACCELERATION

CRM

CRM is a system of record filled with incomplete or inaccurate data because it requires humans to manually record information.

ARTIFICIAL INTELLIGENCE

The outputs of AI are only as good as the data inputs, and CRM data inputs alone diminish the quality of AI insights.

CADENCE

Traditional cadence tools improve productivity, but they can be ineffective due to untargeted outreach without solving the data problem.

SELLING IS HARD

Buyer behaviors and expectations have changed; they have access to more information; they’re harder to reach. It’s not clear anymore where to focus and the gap between buyer and seller is growing.

PURSUITING THE WRONG ACCOUNTS

Most teams don’t define what closeable accounts look like or how to pursue them, leading them to waste time and effort on the wrong things.

ENGAGING THE WRONG LEADS

24-36% of contacts in CRM go bad each year; reps follow up with leads just 1.5 times vs a best practice of 6-9 times for a 3X lift in connects.

NOT REACHING ALL THE RIGHT PEOPLE

the number of influencers on a deal has grown from 5.4 in 2015 to 6-10 today.

ENGAGING IN THE WRONG WAY

Reps lose $218,000 over the course of a year chasing the wrong deals.

REAL DATA

Real Data doesn’t replace Artificial Intelligence (AI), it enhances it. Real Data fuels AI with collective insights on all activities and outcomes captured on our platform in real time. We use it to enrich customer data, filling in holes to answer who the real buyers are, how they actually behave and how customers should engage with them.

REAL RESULTS

+ $54M IN REVENUE

+ 65% IN DIRECT SALES

+ 41% IN PIPELINE

TARGET THE RIGHT ACCOUNTS

Using the collective behavior of all of our platform’s users, we help you score and prioritize the accounts that are most likely to become a customer.

PRIORITIZE THE RIGHT ACTIVITIES

Custom sort your daily sales tasks based on your data and rules, by our likelihood score or by a combination of both.

ENGAGE SMARTER

Engage your prospects in a way that resonates with them through multiple mediums like social, LinkedIn, email, phone calls, and texts.

ENGAGE ALL KEY INFLUENCERS

Using Smart Map you can identify additional people to engage even if they’re not in your CRM.

FOCUS ON THE RIGHT NEXT STEPS

Provide a clear structure within which reps can work and maintain focus while staying organized.

FINDING THE RIGHT LEADS

Reps lose $218,000 over the course of a year chasing the wrong deals.

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SEE A DEMO