people.ai

Supercharge Your Pipeline with a Smarter CRM

Empower GTM Teams to focus on activities that drive revenue - not data entry

Today's go-to-market organizations are being forced to do more with less, and invest in expensive CRMs and methodologies to maximize revenue. Without the proper groundwork, these CRM investments lack the data to power their pipeline engine.

> 76% of companies say that poor adoption of tools is a top reason teams miss their sales quotas, and almost half (44%) of companies lost 10% or more in annual revenue due to poor-quality CRM data. [1]

Poor-quality CRM data brings on many unexpected challenges and puts revenue at risk. Go-to-market teams are unable to surface underserved key accounts, define and reach personas key to closing deals, de-risk opportunities that may slip at a later stage, or analyze and coach to the behaviors that drive top performer success.

To drive predictable revenue, teams need to:

- Automate all data entry and activity capture to their CRM
- Match data to the right accounts and opportunities
- Create and enrich contacts for full buyer group visibility
- Align sales teams to a consistent, measurable sales qualification methodology native to their CRM

People.ai makes the unclear, clear so that your pipeline engine is running smoothly – and you can track and measure what works. We help ensure you put the right stakeholders at the center of every deal while empowering your reps to sell more, faster – so you can take the proven path to enterprise pipeline and revenue generation.

1. **Validity** The State of CRM Data Management in 2022 Report
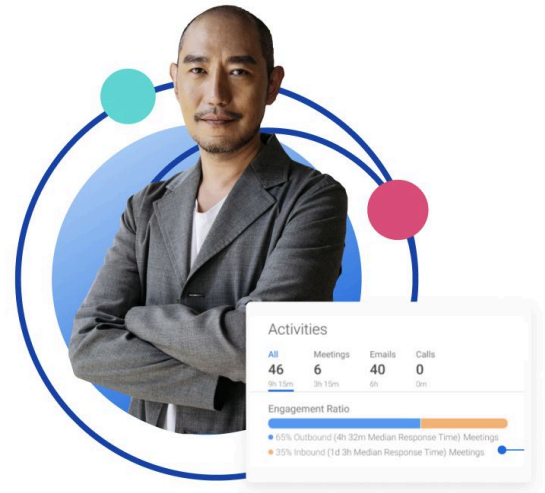
> " I can attest that People.ai data has become MORE valuable to our sales team in this climate.
>
> Activities are a leading indicator to pipe and we can't get enough leading indicators right now."
>
> **Scott Holden**
> CMO
> **ThoughtSpot**

TRUSTED BY THE WORLD'S MOST INNOVATIVE ENTERPRISES

zoom   okta   braze   paloalto NETWORKS   CONFLUENT   snowflake   TIBCO

Harness the Power of AI-Driven Insights & People-Driven Sales Execution Tools

Named the #1 leader in Customer Revenue Optimization by G2, People.ai helps enterprises drive more revenue predictability by transforming their pipeline. As the only native Salesforce and Oracle software that enables all GTM teams, customers can easily validate account and opportunity engagement where they already work – their CRM system.

Fuel your CRM with data on every account engagement and contact relationship

Connect the dots from data to actionable, AI-driven insights with automated activity capture and intelligent data matching.

Ensure top-priority accounts are engaged, reach key personas, catch deals before they slip, and understand and replicate the activities that drive top sales rep success.

Implement a standardized sales qualification methodology and relationship maps in your CRM

Predict a healthy pipeline, confidently, with a consistent opportunity qualification methodology that is measurable, identifies opportunity strengths and gaps, and flags deals that could slip.

Drive predictable revenue by increasing sales rep onboarding, adoption, and adherence to sales methodologies.

About People.ai

People.ai is the leader in guiding enterprise sales teams on the proven path to pipeline and revenue generation. The People.ai enterprise revenue intelligence platform ensures organizations speed up complex sales cycles by engaging the right people in the right accounts. Through our patented AI technology, People.ai enables sales teams to clearly see whom to engage within each of their accounts and exactly what to do to deliver the highest yielding deals. Enterprises such as AppDynamics, DataRobot, Okta, and Zoom know that people buy from people, that's why people buy from People.ai.