people.ai

Use AI to Turn Seller Insights into Strategic Revenue Growth

75% of organizations task their RevOps teams to simplify the seller workflow, improve data quality, and reduce administrative costs[1]. Here's how.

Ask any sales representative if they're working all their assigned accounts and they'll say, "Absolutely! I'm working every one of them." You may think, "That's odd. I barely see any activity in our CRM." (But you take them for their word). Next, you ask the same sales representative if they feel they need more assigned accounts and they say, "Yes! I'll always accept more accounts."

If the above scenario sounds familiar, you're probably a RevOps Leader! When you ask these questions and receive the same answers month after month, you may begin to feel stuck. You've been assigning accounts based on zip codes and sales representatives' self-reported relationships. But you're not seeing results, leading you to ask yourself, "Do we have a sales capacity problem?" or "How do we increase sales representative productivity?" or "How do we accelerate sales representative ramp time?" Until now, you haven't had the data to answer these questions.
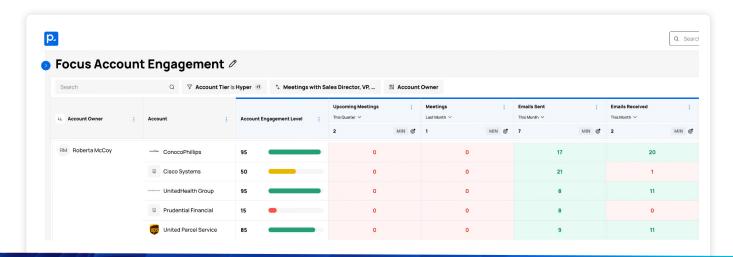
Meet People.ai! We're an enterprise revenue intelligence platform that helps you uncover the fastest path to revenue using AI and better data.

People.ai connects to your go-to-market teams' inboxes and calendars, and automatically captures and match those activities to relevant CRM accounts, opportunities, and contacts. You now deeply understand what accounts are, or are not, being actively worked. This allows you to re-allocate accounts or resources as needed to unlock additional revenue.

Sounds good, right?! But how exactly do you execute? Let's break it down.

First, automatically capture business activity from the inboxes and calendars of your go-to-market team using People.ai. This can include up to two years of historical business activity. Future business activity will be associated with the correct accounts and opportunities in your CRM. The best part? This requires zero change management from your sales representatives, sales leaders, or ops team.

Account Owner	Account	Account Engagement Level	Upcoming Meetings This Quarter 2	Meetings Last Month 1	Emails Sent This Month 7	Emails Received This Month 2
RM Roberta McCoy	ConocoPhillips	95	0	0	17	20
	Cisco Systems	50	0	0	21	1
	UnitedHealth Group	95	0	0	8	11
	Prudential Financial	15	0	0	8	0
	United Parcel Service	85	0	0	9	11

Second, open the People.ai Focus Account Engagement Dashboard. Here, you can validate and refine your hypothesis with data. Do you have a capacity problem? A productivity problem? Do you need to accelerate ramp time? Or, are accounts not being actively worked by sales representatives? (Hint: It's most often the latter). In seconds, visually understand what accounts have HIGH engagement, LOW engagement, or NO engagement. Plus, understand the number of accounts each rep can realistically manage simultaneously. engagement, LOW engagement, or NO engagement. Plus, understand the number of accounts each individual rep can realistically manage at one time.

Third, if you discovered that sales representatives aren't effectively working their assigned accounts, People.ai can help. It's time to come together as a revops team to:

1. Use People.ai AI-driven insights to determine the correct number of accounts a sales representative can manage
2. Create a plan to reassign or provide additional help to accounts that are under-engaged
3. Determine the total addressable market of each account (e.g over/under $150k ARR) so they can be correctly assigned

Remember, People.ai will automatically capture all activity ensuring the data you're using to confirm account engagement is accurate.

Results to anticipate?

- Increased sales capacity without expanding target account list
- Understand individual sales representative opportunity capacity
- Increased Sale Representative productivity
- Improved account handoff & improved customer experience
- Decrease sales representative ramp time
- Call account audibles mid-quarter

Ready to turn marketing into a strategic revenue driver?

It all starts with better data. Learn how and register for a demo.

Get a Demo

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