Spark Brief — Scaled Territory Research

1 Sales intelligence is entering a 3rd phase
Scaled Territory Research (STR) marks a new era in B2B sales intelligence, automating manual account research.

2 Manual research is a bottleneck
AEs spend up to 100 hours quarterly on repetitive research, limiting time for customer engagement.

3 Automation unlocks territory-wide insights
Platforms like preframe automate research across entire territories, surfacing timely, account-specific intelligence.

4 Strategic signals need tactical guidance
Traditional tools identify *who* to target, STR reveals *why now* and *how to engage*; is core connector for sales enablement.

5 Sales productivity is being redefined
With automated research, success shifts from activity volume to engagement quality and conversion outcomes.

A What is our activity to qualified opportunity rate? Can we be more efficient?

B How much time do our AEs spend on manual account research?

C What's our most common leading indicator of a sale? Can we routinely search for that event?

D Where are we seeing gaps between account prioritization and engagement?

E What metrics should we track to measure the impact of STR on sales?

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Revenue answers.

Sales Territory Research: A New Subsegment in B2B Sales Intelligence
goupslope.com/insights/scaled-territory-research