AI-powered prospecting flow with Socure

SCALE

1 Define target account

Team identifies high-value accounts based on firmographic and technographic traits

2a Find lookalike customers

ChatGPT surfaces customers with similar traits

Team gathers use cases, case studies, frequent objections, and buyer personas based on lookalikes

2b Monitor engagement data

zoominfo & 6sense capture LinkedIn engagements, web visits, and intent data

ChatGPT aggregates and synthesizes the insights for the team's consumption

3 Generate Attack Plan

ChatGPT crafts an attack plan, defining the stakeholders to engage, the number and cadence of touchpoints for each, and the talking points for each

4a Practice Cold Calling

ChatGPT pretends to be a prospect with preset personas, attitudes, and objections

4b Iteratively refine outreach

ChatGPT iteratively analyzes outreach (call recordings, email threads) and suggests optimizations, next steps, and trainings