people.ai

Help Sales Teams Take Flight with AI-powered Visibility Into Account and Contact Engagement Levels

It's no secret. Sales teams with high win rates rely on an increasingly data-centric approach to execute go-to-market strategies. In addition, it's as clear as ever that consistent rep activity drives sales success. But teams that win in today's competitive marketplace do more than meet arbitrary call minimums.

Consider that the typical buying group for a complex B2B solution involves six to 10 decision makers[1]. To penetrate accounts of such size and complexity, sales reps must engage with the right personas as early and often as possible to close and derisk deals. They do so by focusing their efforts on the subset of accounts that yield higher results.

But they don't do it alone. Top sellers are guided by technology that provides sales leaders with visibility into which accounts and contacts these reps are engaging. Leadership uses this information to determine the health of those accounts – for example, whether reps are calling top targets consistently and if they are engaged with the personas most likely to buy to shorten sales cycles.

Sales leaders who lack the technology to confirm whether their go-to-market strategy is properly being executed are flying blind. In a recent study, Salesforce found that high-performing sales teams are 1.5x more likely to forecast on data-driven insights, but only 46% of sales reps have data insights on customers' propensity to buy[2].

If over 50% of sales teams aren't using data to understand who their customer personas are and what their buying patterns look like, their reps are working at a severe disadvantage compared to their competitors.

Prepare your sales team to elevate revenue results by completing this checklist:

- ☐ **Boost sales productivity** by eliminating administrative tasks so sellers can focus more time on revenue-generating activities
- ☐ **Identify priority accounts** with the highest propensity to buy using engagement and intent data
- ☐ **Improve account coverage** using metrics that track rep activity and engagement with key personas
- ☐ **Increase pipeline health** by targeting dormant accounts or underserved accounts with open opportunities
- ☐ **Drive higher win rates** by focusing on personas who have historically had the most impact on previous deals

1. Gartner, "The B2B Buying Journey"
2. Salesforce, "10 New Findings Reveal How Sales Teams Are Achieving Success Now"

AI-powered automation provides visibility and direction

Fortunately, organizations are making a mission-critical investment as they turn toward the future of sales: artificial intelligence (AI). According to Forrester, by 2023, 79% of organizations intend to use AI-powered automation to enable easier engagement with key customers and prospects.

People.ai provides a number of AI-powered capabilities that will help sales teams gain new insights into rep activity, account coverage, and the key personas they need to engage to close more deals, faster.

Automated Activity Capture
People.ai automatically captures sales activities such as emails and meeting invites, then matches that data to the right accounts in your CRM, including those with active pipeline. This eliminates administrative work so reps can focus more time on building pipeline and closing deals.

Contact Creation and Enrichment
People.ai automatically creates new contact records for buyers your reps have engaged, but who aren't listed in your CRM. Contacts are continually enriched as new details come to light, including titles, departments, and locations. An always up-to-date CRM ensures your reps are engaging with all the right people in target accounts, resulting in more sales opportunities.

Engagement Levels
Help reps stay hyper-focused on sales efforts by using engagement-level scores to determine which accounts should be receiving more or less attention based on their propensity to buy.

Engagement Dashboards
Enable reps and frontline managers to effortlessly visualize accounts that have active pipeline but are under-engaged, as well as priority accounts that are dormant. From there, teams can pinpoint next steps, such as setting meetings with a champion or economic buyer.

Persona Analysis
People.ai uses a two-year historical lookback to understand which target personas are most influential to closing deals. By pairing these with Engagement Dashboards, reps and leaders can visualize whether these personas are adequately involved within existing deals, further shortening sales cycles and de-risking opportunities.

Leader in enterprise data management software uses People.ai to target the right buyers and boost account engagement

"We use People.ai to quantify our SEs' customer and partner engagement levels. The technology exposed how overloaded the team is and drove a business case to hire more solution engineers."

-Manager of Technical Sales & Services

Key Outcomes

By using People.ai to monitor the health of its existing customer base and to increase new product penetration by engaging the right buyer personas, this software leader experienced:

18% increase in sales activity

14% increase in accounts engaged

Watch your pipeline and revenue numbers take off by engaging the right people in the right accounts

Find out how People.ai gives you the visibility and direction you need to unleash a high-performing pipeline engine. Download our workbook or request a demo today.