



Build and Unleash a High-performing RevOps Engine with People.ai

Harness AI, Automation, and High-quality Data to Win More Revenue

RevOps teams face numerous challenges when helping create and convert pipeline. For one, buying groups are complex, as the average B2B deal involves six to 10 decision-makers¹.

It's incumbent upon revenue and sales leaders to coach their teams on how to engage the right people in the right deals, but this objective is also hindered by poor-quality CRM data. In fact, nearly half (44%) of enterprise sales teams report losing 10% or more in annual revenue due to poor data².

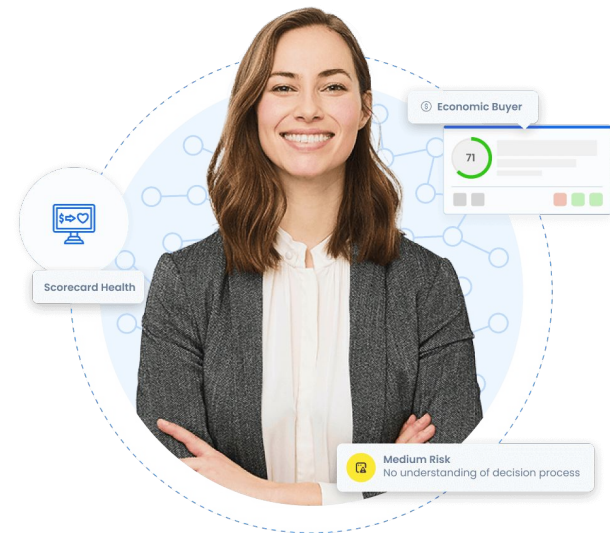
Customer acquisition costs are also on the rise, squeezing profitability and margins. And while many teams have a standard sales methodology to help with opportunity qualification, these initiatives often fall short because sales and revenue leaders can't easily measure and enforce it in CRM.

RevOps must partner with other GTM leaders to improve sales productivity, CRM hygiene, and deal execution to win more revenue. People.ai provides a powerful set of capabilities including data automation, AI-powered insights, and CRM-native account planning tools that help:

- Supercharge CRMs with better data and eliminate manual tasks so reps can spend more time selling
- Foster data-driven coaching by tapping into leading indicators to replicate the successes of top performers
- Strengthen opportunity qualification and ensure reps are penetrating key accounts with easy-to-use, CRM-native health scorecards and checklists
- Uncover and execute upsells, cross-sells, or expansions with whitespace maps and stakeholder insights
- De-risk revenue by surfacing potential issues such as single-threaded deals or no executive engagement, and then easily plot next steps to close

1. Gartner, 2022

2. eWeek, 2022



“Our sales leaders now have additional intelligence and insight into the health of our client accounts and their engagement with prospects and customers. People.ai really helped us through its analytics.”



Terry Bird
Vice President, Vonage

TRUSTED BY THE WORLD'S MOST INNOVATIVE ENTERPRISES



Combine AI-Powered Insights with People-Driven Sales Execution Tools to Bolster Your Revenue Results

Consistently recognized as a sales software leader by G2 and named a representative vendor in the 2023 Gartner Market Guide for Revenue Intelligence Platforms, People.ai helps enterprises drive more revenue predictability by transforming the performance of their pipeline. As the only native Salesforce software, People.ai helps RevOps teams easily validate account and opportunity engagement where sellers already work – within their CRM system.



Strengthen opportunity qualification by executing your sales methodology in the CRM

Know with certainty that pipeline is being validated against your proven sales methodology, leading to increased sales efficiency, improved win rates, and more accurate sales forecasts.



Identify stalled deals and rescue at-risk revenue using AI-powered insights

Use engagement data and powerful dashboards to surface stalled pipeline, build better buyer relationships, and accelerate deals – reducing risk, improving opportunity management, and increasing win rates.



Empower GTM leaders to ramp reps to revenue faster and improve sales performance

Create a culture of data-driven coaching across the entire GTM organization based on sales rep activity and meeting data in order to improve collective performance and achieve revenue goals.

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.

