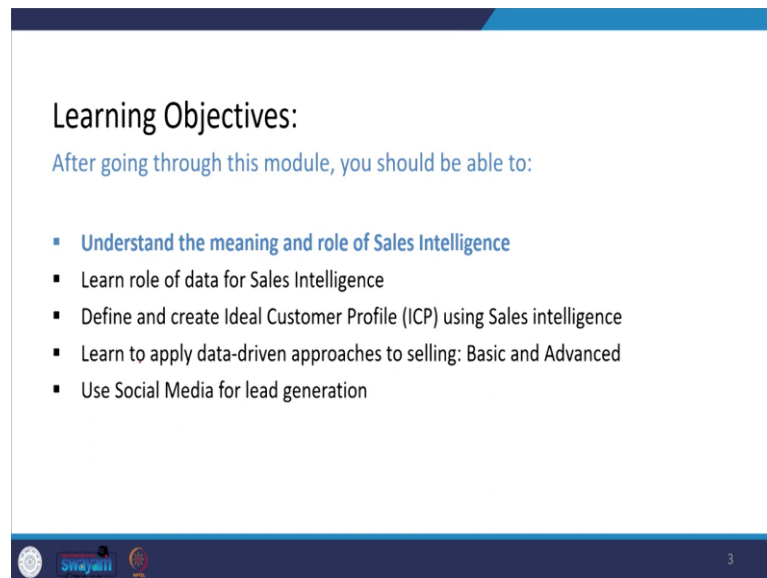


Strategic Sales Management
Prof. Kalpak Kulkarni
Department of Management Studies
Indian Institute of Technology, Roorkee

Lecture - 27
Meaning and Role of Sales Intelligence

Welcome to week 6 of Strategic Sales Management. After learning so much about how to go for a strategic sales plan and about also knowing about you know how to go for creating buyer personas whether it is a B2B or B2C. Now, let us look at something which is very recent to this field that is sales intelligence and analytics.

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Learning Objectives:

After going through this module, you should be able to:

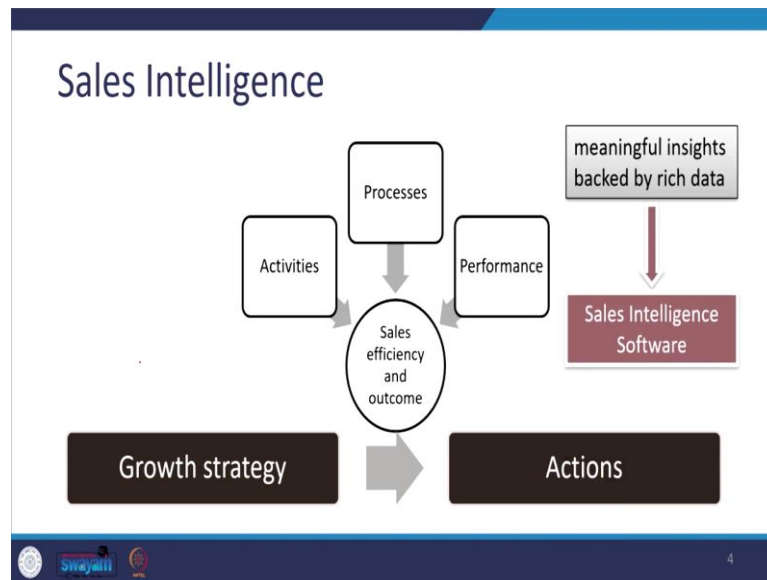
- Understand the meaning and role of Sales Intelligence
- Learn role of data for Sales Intelligence
- Define and create Ideal Customer Profile (ICP) using Sales intelligence
- Learn to apply data-driven approaches to selling: Basic and Advanced
- Use Social Media for lead generation

Swajati 3

So, in this module we are going to achieve several objectives for example, we will understand the meaning and role of sales intelligence. We will learn role of data that plays in terms of this new field that is sales intelligence. Define and create ideal customer profile for our businesses using sales intelligence, and then learn to apply data driven approaches to selling which where we will include both basic as well as advanced approaches.

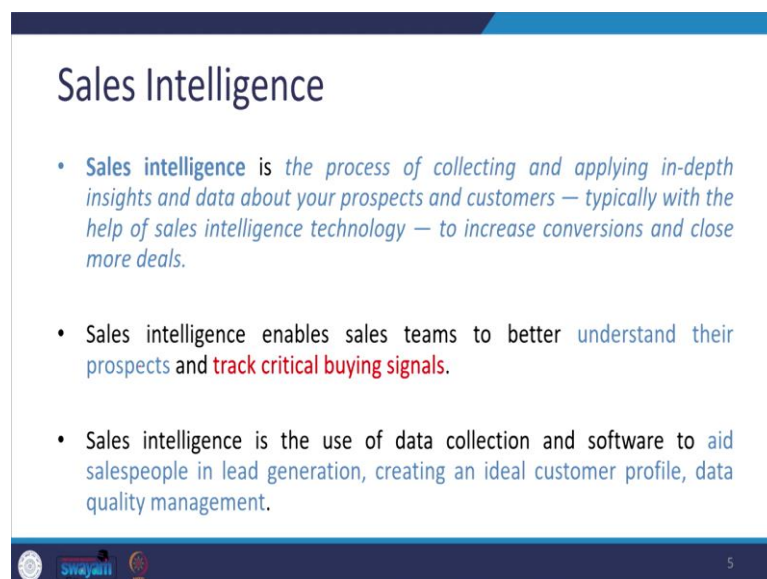
And then finally, we will look at how to use social media for lead generation starting with the first module to understand meaning and role of sales intelligence.

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If you look around in the sales field there are various activities processes and performance of sales people are going to affect the sales efficiency and outcomes right. So, growth strategy is not just enough just making strategies so that what we are going to achieve is not enough, execution plays an important role and that is why growth strategy needs actions right. So, meaningful insights backed by data is something which is very much required nowadays and that is where the sales intelligence software can help us.

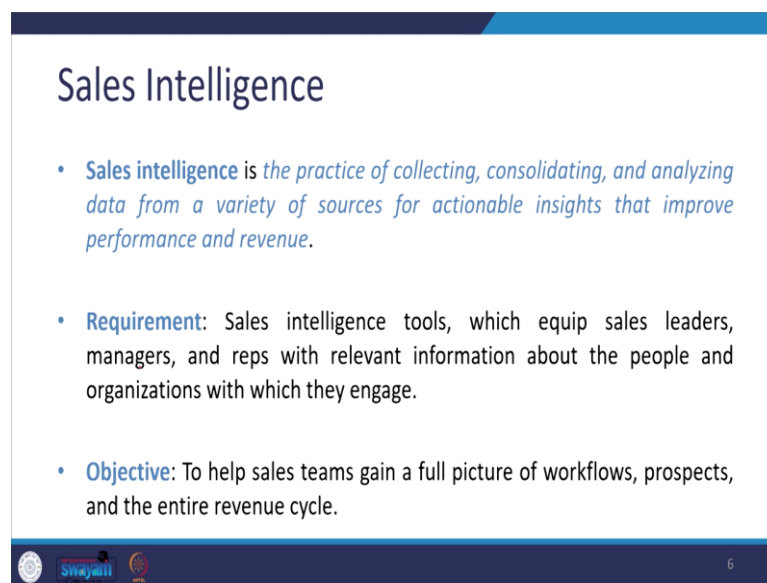
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So, sales intelligence is the process of collecting and applying in depth insights and data about your prospects and customers typically with the help of sales intelligence technology that is some softwares to increase convergence and close more deals.

So, sales intelligences enables sales teams to better understand their prospects and track critical buying signals we will cover that point later. So, sales intelligence is the use of data collection and software to aid sales people in lead generation creating an ideal customer profile and even managing the data quality that they have with them.

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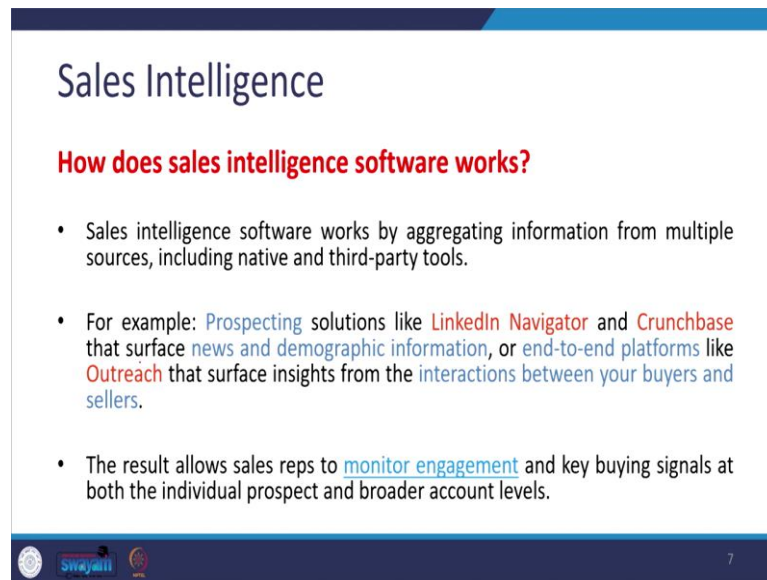
Sales Intelligence

- **Sales intelligence** is *the practice of collecting, consolidating, and analyzing data from a variety of sources for actionable insights that improve performance and revenue.*
- **Requirement:** Sales intelligence tools, which equip sales leaders, managers, and reps with relevant information about the people and organizations with which they engage.
- **Objective:** To help sales teams gain a full picture of workflows, prospects, and the entire revenue cycle.

swayam 6

Sales intelligence is the practice of collecting, consolidating, and analyzing data from variety of sources for actionable insights that improve your sales performance and as well as generate more revenue for your business. Requirements here is that sales intelligence tools, which equip sales leaders, managers and reps with relevant information about the people and organization with which they engage. And the objective of the sales intelligence tool is to help sales team gain a full picture of workflow, prospects and the entire revenue cycle.

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Sales Intelligence

How does sales intelligence software works?

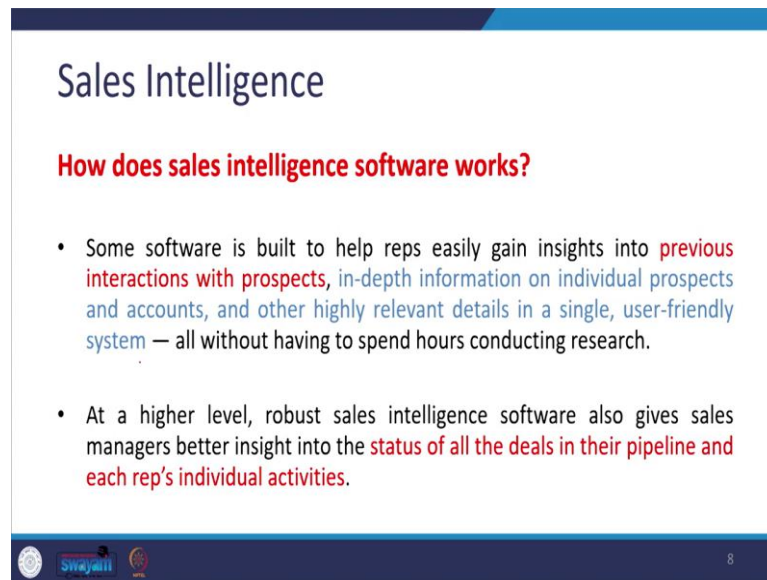
- Sales intelligence software works by aggregating information from multiple sources, including native and third-party tools.
- For example: **Prospecting** solutions like **LinkedIn Navigator** and **Crunchbase** that surface **news and demographic** information, or **end-to-end** platforms like **Outreach** that surface insights from the **interactions between your buyers and sellers**.
- The result allows sales reps to **monitor engagement** and key buying signals at both the individual prospect and broader account levels.

Swajati 7

So, how does sales intelligence software works? So, sales intelligence software works by aggregating information from multiple sources, including native as well as third-party tools.

For example: So, prospecting solutions like LinkedIn Navigator and Crunchbase that surface news and demographic information or end-to-end platforms like outreach that surface insights from the interaction between your buyers and sellers. So, the results allow sales reps to monitor engagement and key buying signals at both the individual prospect as well as at the level of broader accounts as well.

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Sales Intelligence

How does sales intelligence software works?

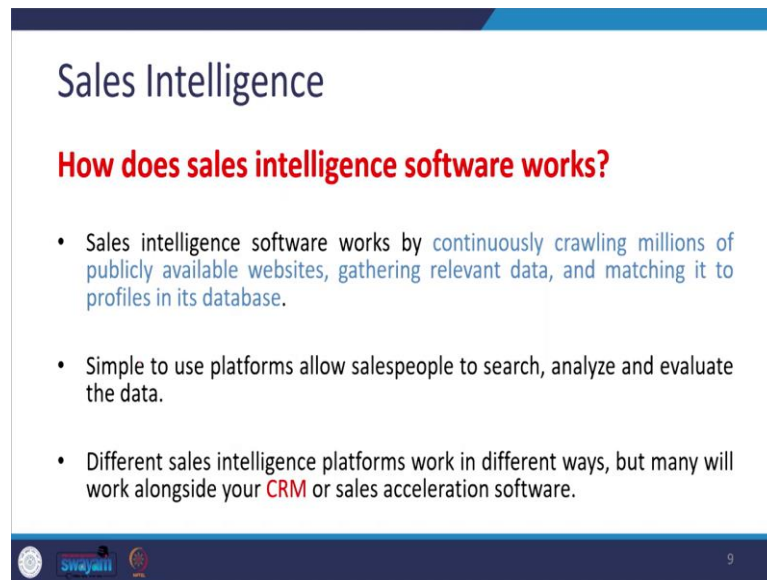
- Some software is built to help reps easily gain insights into **previous interactions with prospects**, in-depth information on individual prospects and accounts, and other highly relevant details in a single, user-friendly system — all without having to spend hours conducting research.
- At a higher level, robust sales intelligence software also gives sales managers better insight into the **status of all the deals in their pipeline and each rep's individual activities**.

Swajati 8

So, how does sales intelligence software works? So, some software is built to help reps easily gain insight into previous interactions with the prospect, in depth information on individual prospects and accounts, and other highly relevant details in a single, user-friendly system - all without having to spend hours of you know conducting research.

So, at a higher level, robust sales intelligence software also gives sales managers better insight into the status of all the details or deals that have been done in the pipeline are there in the pipeline and each representatives individual activities assigned for those pipeline accounts as well.

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Sales Intelligence

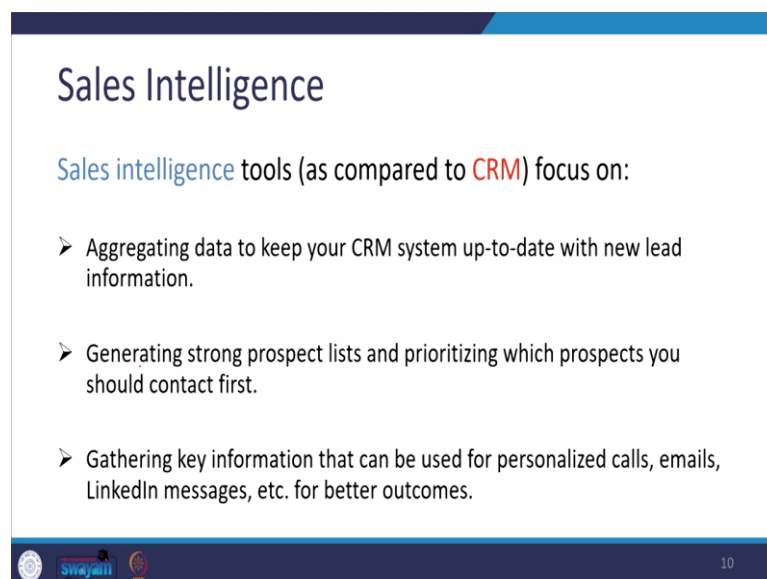
How does sales intelligence software work?

- Sales intelligence software works by continuously crawling millions of publicly available websites, gathering relevant data, and matching it to profiles in its database.
- Simple to use platforms allow salespeople to search, analyze and evaluate the data.
- Different sales intelligence platforms work in different ways, but many will work alongside your CRM or sales acceleration software.

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Going further, sales intelligence software works by continuously crawling millions of publicly available websites, gathering relevant data and matching it to profiles in its database. So, simple to use platforms allow sales people to search, analyze and evaluate the data. So, different sales intelligence platforms work in different ways, but many will work alongside your CRM or sales acceleration software which maybe your organization is already using.

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Sales Intelligence

Sales intelligence tools (as compared to CRM) focus on:

- Aggregating data to keep your CRM system up-to-date with new lead information.
- Generating strong prospect lists and prioritizing which prospects you should contact first.
- Gathering key information that can be used for personalized calls, emails, LinkedIn messages, etc. for better outcomes.

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So, sales intelligence tools as compared to CRM focuses on different things. So, there is a difference between how sales intelligence and CRM tools or software works. So, sales intelligence aggregate data to keep your CRM system up-to-date with new lead information. This also generates strong prospect list and prioritize which prospects you should contact first which something your CRM software does not tell about.

So, gathering key information that can be used for personalized calls, emails, LinkedIn messages for better outcomes that is where we need sales intelligence tools or software's.

(Refer Slide Time: 05:24)

The slide is titled "Sales Intelligence" and compares it with Business Intelligence. It features a blue header and footer. The main content is in a white box with a blue border. The text is as follows:

Sales Intelligence

Sales intelligence vs. Business Intelligence

- **Business intelligence** is a term covering software and other tools that companies use to gather, store and analyse data on their business and their industry.
 - Examples of BI applications are tools that take data, process it, and make it presentable via dashboards, reports and charts.
- **Sales intelligence** is defined as the range of tech solutions that provide data to salespeople and marketers in the B2B space only. SI tools help sales and marketing teams make the best use of data relating to prospects and customers.
 - A good example would be a B2B data platform (like Cognism), which provides up-to-date contact data for prospects, that marketers can target with relevant content and salespeople can call to convert.

At the bottom left, there are logos for Swajathi and a globe. At the bottom right, the number "11" is displayed.

So, sales intelligence is again different from business intelligence. So, business intelligence is a term covering software and other tools that companies use to gather store and even analyze data on their business and their industry as well. For example, BI applications are tools that take data, process it and make it presentable through multiple dashboards and reports on even charts as well.

Whereas, sales intelligence is defined as the range of technology solutions that provides data to sales people and marketing very specifically to these kind of users in the B2B space again very specifically they are used mostly in the B2B space. And this SI tool helps sales and marketing teams make the best use of data relating to prospects and customers.

So, a good example would be a B2B data platform for example, let us say cognism. So, one of the proprietary software which provides up to date contact data to prospects that you know marketers can target with relevant content and sales people can call on to convert.

(Refer Slide Time: 06:23)

Parameter	BI	SI
User	throughout the organisation	Sales and marketing teams
Information	marketplace, such as news, research and financial data	data on prospects, customers and events
Data	Historical data	Real-time
Objective	"what" and the "how" a business event took place	"why"

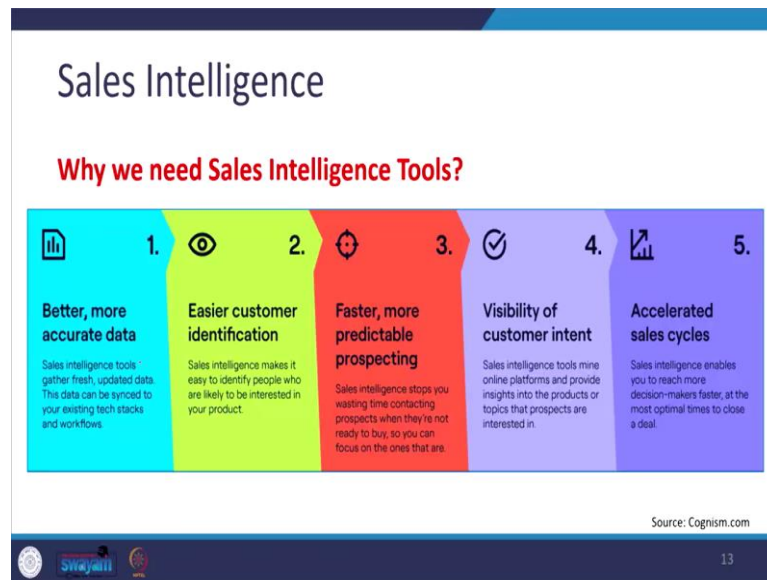
So, here is the key differences between business intelligence and sales intelligence. So, as far as the user of concerned BI is used throughout the organizations specially it was used by enterprise analysts or you can say business analyst, whereas sales intelligence is mostly used by sales and marketing teams. In terms of information that is pertained to this particular software's BI uses marketplace information such as news, research and financial data.

Whereas in sales intelligence tools we are focusing mainly on information related to prospects, customers and even events. Data that is stored in business intelligence is mostly historical data whereas; sales intelligence tool deals with real time dynamic sales data about your prospects and customers.

Objective overall if we define business intelligence talks more about what and the how a business event took place, whereas sales intelligence software goes one step further and try to answer the question why a particular event took place.

So, that is the key differences between sales intelligence and business intelligence.

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So, why we need sales intelligence tools first better and more accurate data. So, sales intelligence tools gather fresh updated data. This data can be synced to your existing tech stacks and workflows right. So, that is the first objective or first benefit of using sales intelligence tools. Second benefit is easier customer identification. So, sales intelligence makes it easy to identify people who are likely to be interested in your product right.

So, we call them as a ideal customer profile something like that. So, faster more predictable prospecting is another benefit that we can get from sales intelligence tool. Because sales intelligence stops you wasting time contacting prospects which are not kind of you know good for your business or can be kind of you know wasting your time purchase you know following those kind of prospects.

So, you can focus more on one that actually matters for your business. Fourth benefit is visibility of customer intent right. So, sales intelligence tools mine online platforms and provide insight into the products or topics that prospects are interested in, and finally we can have accelerated sales cycle because of the sales intelligence tools and the insight that we get from these tools. So, sales intelligence enables you to reach more decision makers faster at the most optimal times the timing is very important to close a particular deal.

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Sales Intelligence

Why we need Sales Intelligence Tools?

Personalization of sales strategy –

- In fact, **80% of customers** are more likely to purchase from a company that offers **personalized** experiences.
- **Personalization** requires:
 - Clean, accurate data that helps you identify decision makers
 - Access relevant buying signals,
 - Determine how your solution can solve specific pain points.
- Sales intelligence software helps reps do just that, with up-to-date information that effectively guides a **more personalized** sales strategy.

```
graph TD; Sales[Sales] --- Science[Science]; Sales --- Arts[Arts]; Science --- Accurate[Accurate data on pipeline]; Arts --- Personalization[Personalization]
```

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Now, sales we also have this debate like whether sales is a science or arts. It is a science because we have to work on accurate data that is there in the pipeline and try to gauge which works well for that particular client, whereas, it can also be called as an art. Sales is art because it is more about personalization how you are kind of you know personalizing a particular solution or product the and targeting it to a particular pain points that of the customer. So, why we need sales intelligence tools?

So, we can have a personalization of sales strategy right. So, in fact, 80 percent of customers are more likely to purchase from a company that offers personalized experiences. Personalization requires clean, accurate data that help you identify decision makers.

It requires access to relevant buying signals and it also requires determining how your solution can solve specific pain points of your customers. So, sales intelligence software help representatives do just that with up to date information that effectively guides a more personalized sales strategy.

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Sales Intelligence

Why we need Sales Intelligence Tools?

Up-to-date prospect info/more accurate data –

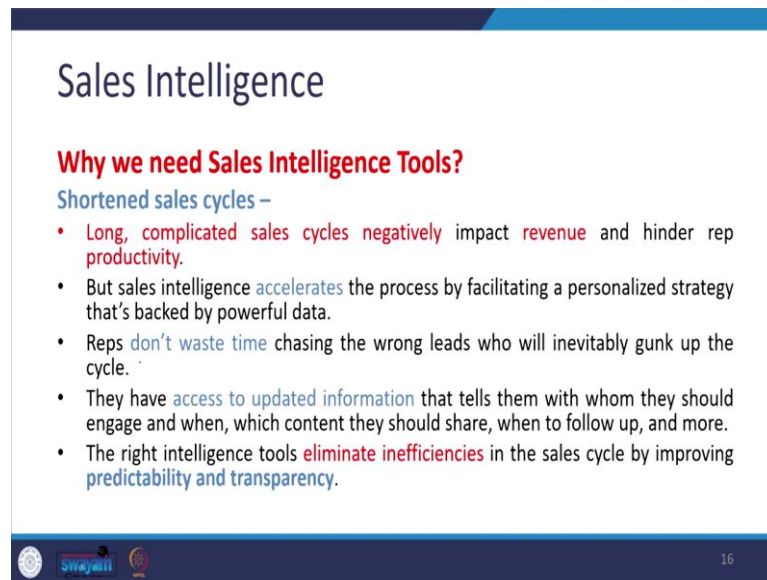
- Using **stagnant CRM** data to identify and reach prospects can **negatively impact outreach**.
- **Advanced sales intelligence tools** aggregate **up-to-date data** from a variety of sources to ensure accuracy and give reps a **complete picture of their prospects** — both at the individual and company level.
- Armed with detailed information on a prospect's job function, buying power, budget, and pain points, reps can be sure they're **reaching out to the right person, with the right message, at the right time**.

Swajati 15

Coming to the next benefit, why we need sales intelligence tools? We get up-to-date prospect information or more accurate data as well. So, using stagnant CRM data to identify and reach prospects can actually negatively impact your kind of you know outreach. So, advanced sales intelligence tools aggregate up-to-date data from the variety of sources to ensure that there is a accuracy and the and it gives rep a combined picture of their prospects, both at individual level as well as company level.

And it is armed with a detailed information on prospect job functions, buying power, budget pain points, representatives can surely kind of you know reach out to the right person at the right time with the right message.

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Sales Intelligence

Why we need Sales Intelligence Tools?

Shortened sales cycles –

- Long, complicated sales cycles negatively impact revenue and hinder rep productivity.
- But sales intelligence accelerates the process by facilitating a personalized strategy that's backed by powerful data.
- Reps don't waste time chasing the wrong leads who will inevitably gunk up the cycle.
- They have access to updated information that tells them with whom they should engage and when, which content they should share, when to follow up, and more.
- The right intelligence tools eliminate inefficiencies in the sales cycle by improving predictability and transparency.

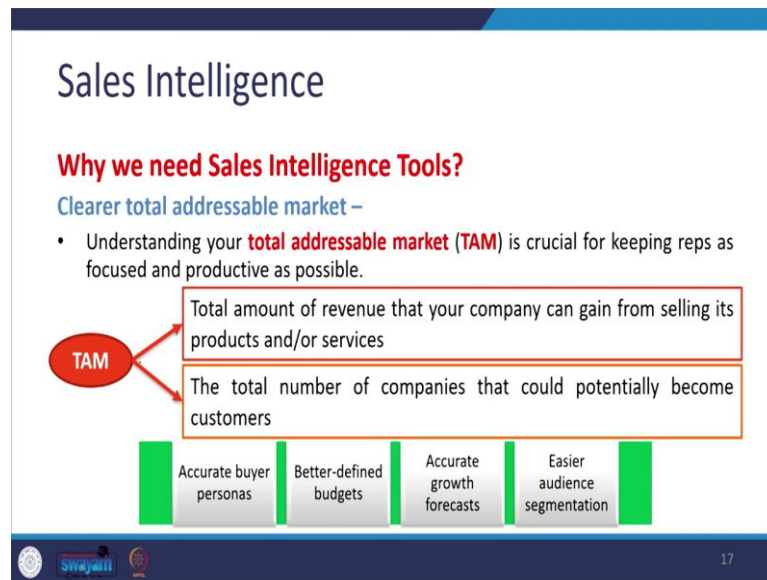
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Third benefit is related to shorten sales cycle, how it is possible? So, long, complicated sales cycles negatively impact revenue and hinder representative's productivity also. So, but sales intelligence accelerate the process by facilitating a personalized strategy that is backed by powerful data. So, representatives or sales people do not waste time chasing the wrong leads who will inevitably gunk up the cycle right.

So, they have access to updated information that tells them with whom they are should engage with when, which content they should share, and when to follow up and more.

So, the right intelligence tools like these sales intelligence software's can eliminate inefficiencies in the sales cycle by improving predictability and transparency both the things are important to get best out of your sales intelligence tools. Coming to the next benefit sales intelligence can offer clearer kind of you know identification of total addressable market, what it is?

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Sales Intelligence

Why we need Sales Intelligence Tools?

Clearer total addressable market –

- Understanding your **total addressable market (TAM)** is crucial for keeping reps as focused and productive as possible.

TAM

- Total amount of revenue that your company can gain from selling its products and/or services
- The total number of companies that could potentially become customers

Accurate buyer personas Better-defined budgets Accurate growth forecasts Easier audience segmentation

Swajati 17

So, understanding your total addressable market which is shortened as TAM is crucial for keeping reps as focused and productive as possible. So, TAM can be defined in two ways - one is the total amount of revenue that your company can gain from selling its products and services that is a one way to define total addressable market. Otherwise some companies also talk in terms of the total number of companies that could potentially become your customer. So, remember that we are talking mostly about the B2B kind of you know scenario.

So, what this offers it can have an account. So, it accounts buyer personas because of this you can have a better defined budgets as you are already aware of you know total addressable market. So, you can break down that particular market and then requirements and accordingly you can prepare your budgets to approach that particular addressable market. You can have accurate growth forecast because you already know the size of your TAM right and then easier audience segmentation as well.

So, sales intelligence tool by defining the total addressable market can also help you to segment your audience. So, that you can better prepare and target to them.

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The slide is titled "Sales Intelligence" in a large, dark blue font. Below the title is a sub-heading "Why we need Sales Intelligence Tools?" in a smaller, red font. Underneath that is the text "Valuable buying signals –" in a blue font. There are two main bullet points. The first bullet point states: "If your reps don't know whether or not a prospect is ready or willing to buy, they're likely wasting time chasing dead ends." The second bullet point states: "With sales intelligence software, sellers can discover the exact right time to contact a prospect, as the right tool keeps track of company websites, social media profiles, news sources, and more." Below this second bullet point is a sub-bullet point: "– For example, if a prospect is in the news for acquiring another company, your sales intelligence software will identify and alert reps of this information. Reps can use these details to reach out to the prospect and explain how the product or service they're selling might benefit their team during the acquisition process." At the bottom of the slide, there is a dark blue footer bar containing a small circular logo on the left, the word "Swajati" in white text in the center, and the number "18" on the right.

Next benefit is about valuable buying signals. So, sales intelligence tool can provide sales representatives a valuable buying signal that they can track and work upon. If your representatives do not know whether or not a prospect is ready or willing to buy, they are likely to wasting time closing deal closing that particular deals. So, with sales intelligence software, sellers can discover the exact right time to contact a prospect at the right tool keeps track of company websites, social media profiles and news source, and more.

So, for example, if a prospect is in the news of acquiring another company, your sales intelligence software will identify and alert representatives of this new information. So, your sales reps can now use these details to reach out to the particular prospect and explain how the product or service they are selling might benefit them you know during their acquisition process.

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Sales Intelligence

Why we need Sales Intelligence Tools?

Real-time info –

- Sales reps are busy people: only spend about 23% of their time actually selling.
- They don't have the time to research each prospect's business and industry trends and keep detailed records of that information.
- Sales intelligence software helps them stay abreast of these changes by aggregating all relevant data into a single, easy-to-consume place.
- For example:
 - Social feeds for the account or prospect, including real-time tiles for LinkedIn Sales Navigator, company Twitter profiles, and*
 - Company information from Crunchbase*
 - Company news, local time, and historical interaction with each prospect or account*

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Coming to the next benefit, we can get real time information which is very much important sales representatives are busy people. So, they can only spend about 23 percent of their time actual selling, the rest of the time they are just researching about their prospects. So, they do not waste they do not have the time to research and prospect business and industry trends and keep detailed records of that information. So, there has to be something or someone to give them that readymade information.

So, sales intelligence software helps them stay abreast of these changes by aggregating all relevant data into a single easy to consume place. So, for example, social feeds for the account of prospect, or including real time you know titles for LinkedIn sales navigator or something like that or company information from crunch base. So, all this is nothing but a real time data that is fitted into your system and every sales rep across your regions and territory have equal access kind of to this data.

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Sales Intelligence

Why we need Sales Intelligence Tools?

Intent data –

- Intent data (sometimes called **behavioral data**) can identify when a target customer is actually researching a specific product or solution.
- It can help you be the **first to get in contact with a prospect**, giving you the edge over your **competitors**.
- Sales intelligence software can determine which websites your prospects visit and how they interact with different webpages, which gives your team a leg up on the competition.
- Intent data enables reps to **understand prospects' pain points**, quickly contact potential buyers (before they discover competitive solutions), and even **decrease customer churn**.

Swajati 20

Why we need sales intelligence tools? Another reason is to get intent data, what is intent data? Intent data sometimes, it is also called as a behavioural data can identify when a target customer is actually researching a specific product or solution. So, it can help you be the first to get in contact with the prospect giving you the edge over your competition.

So, sales intelligence software can determine which websites your prospects visit and how they interact with different web pages, which gives your team a leg up on the competition. So, intent data enables reps to understand prospects pain points, quickly contact potential buyers and even decrease customer churn as well.

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Sales Intelligence

Why we need Sales Intelligence Tools?

Sales strategy improvements –

- To ensure success, sales leaders and managers must make continuous strategy improvements that reduce inefficiencies, boost productivity, and—as a result—improve the bottom line.
- But those improvements require deep knowledge into how sales and marketing efforts are received, individual rep performance, process issues, opportunity gaps, and more.
- A modern sales intelligence platform helps teams uncover valuable insights into their process to identify what's working, what's not, and experiment with new initiatives. The result is stronger, data-driven strategies that yield better outcomes.

Swajati 21

Again next benefit of using sales intelligence tool is to improve your sales strategy. So, to ensure success sales leaders and managers must make continuous strategy improvements that reduce inefficiencies, boost productivity and as a result improve the bottom line that is profits. So, but those improvements require deep knowledge into how sales and marketing efforts are received, individual representatives performance, process issues, opportunity gaps and more and that is why that is where sales intelligence helps us.

A modern sales intelligence platform helps team uncover valuable insights into their process to identify what is working, what is not and experiment with the new initiatives. The result is stronger, data-driven strategies that yield better outcomes. Remember, so, strategy has to be again driven by data and not just by instinct. So, these are some benefits put together.

(Refer Slide Time: 16:24)

Sales Intelligence

How to choose Sales Intelligence Tools?

- Prospect Intelligence**
 Contact information
 Job function
 Management level
 Organizational charts
 Professional certification
 Academic and employment history
- Tech stack data**
 The collection of sales software products a given company uses.
 This data is important to sales and marketing leaders early in the sales cycle because it helps identify opportunities, target displacement campaigns, and introduce a talking point.
- Intent data**
 Intent data is up-to-the-moment information that can help infer a prospect's likelihood to purchase, such as a flurry of web searches or multiple content downloads on a particular topic.
 Opportunity data means favorable conditions, such as a financing round or a new C-level officer.
- Real-time data**
 One must be informed about buying signals as soon as they happen, like product launches, funding rounds, changes to executive leadership, and much more.
 Since sales is all about timing, this kind of information can allow you to get to a prospect before someone else does.
- Robust integrations**
 Must provide key integrations into common sales applications, such as customer relationship management, sales automation tools, and prospecting environments, including company websites and social media platforms.
- Data accuracy**
 The data in your ideal sales intelligence tool should have both breadth, as in lots of contacts, as well as depth, meaning lots of information about those contacts.

Source: zoominfo.com

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So, how to use sales intelligence tools? So, once you know that why we should go for sales intelligence tools, how to choose the best one that suits your business or your company. So, first criteria to select or gauge any sales intelligence tool is, the prospect intelligence, what kind of information the particular software tool is able to give you. So, it should give it should always give contact information, job functions, management level, professional certification, academic and employment history etcetera.

Rather the next step along with prospect intelligence you are also required to know what kind of technologies or existing software's are used by a particular firm or a customer, that is where we need tech stack data. The collection of sales software products a given company uses. So, this data is important to sales and marketing leaders early in the sales cycle because it helps identify opportunities, target displacement campaigns and introduce a talking point.

So, that you can initiate a initial discussion with your customers. Once you are aware of what software or technology they are using that is your customers are using you can go ahead and see what kind of intent data a particular sales intelligence tools can give us.

So, for example, intent data is up to date movement information that can help infer prospects likelihood to purchase such as a flurry of web searches or maybe visiting a particular kind of you know white paper or case study, downloading a particular kind of a brochure.

So, it gives an intent data that show that someone is looking for a particular solution, then, coming to the real time data although a particular sales intelligence tool is giving you all sort of tech data, tech stack data, intern data, prospect data whether it is giving you it in a real time. So, that is some one more criteria. Next is robust integrations as a firm you might be already having a different CRM or business intelligence software.

So, if you are buying a sales intelligence tool. So, it should very well integrate into your existing ecosystem that is why we are calling it as a robust integration across other software's. And then finally, we can have a data accuracy which is very much important, whatever data we have it should be accurate. So, the data in your ideal sales intelligence tool should have both breadth as in lots of contacts, as well as depth meaning lots of information about the particular contact.

So, breadth and width of the data should be accurate, so as to give a clear picture about your customers, and prospects. So, once you have these criterias at place you can evaluate a multiple sales intelligence tools that are available in the market and then you can choose one of them.

(Refer Slide Time: 19:04)

Sales Intelligence

Sales Intelligence Tools

- Sales intelligence tools differ from customer relationship managers in that they give sales teams and sales leadership access to data, such as:
 - Mapping of the buyer's cycle and corresponding prospect behavior ✓
 - Technology used by potential leads ✓
 - Forecasting and reliability of sales pipeline ✓

Types of SI Tools

- All-in-One Sales Intelligence Tools ✓
- Prospecting and Lead Generation Tools ✓
- Lead Nurturing Tools ✓
- Sales Reporting and Forecasting Tools ✓
- B2B Intelligence Tools for Company Information ✓
- Contact Information Tools ✓

Source: leadfeeder

23

So, sales intelligence tools differ from customer relationship managements in that they give sales teams and sales leadership access to data such as mapping of the buyer's cycle and corresponding prospect behaviour. Technology used by potential leads, and then

forecasting and reliability of sales pipeline which is very much important to ensure that you are making most out of your particular sales intelligence tool.

So, there are different sales intelligence tools that are available they are classified mainly across different categories like all-in-one sales intelligence tool, prospecting and lead generation tools which focus more on identifying the initial stages of your sales funnel. Lead nurturing tools next step and then sales reporting and forecasting tools we have B2B intelligence tools for company information and finally, we have contact information tools. So, there are numerous software's which can provide or targeted at different objectives that are mentioned here. So, let us start one by one.

(Refer Slide Time: 20:09)

Sales Intelligence

Sales Intelligence Tools

All-in-One Sales Intelligence Tools

- These tools can help make every step of the sales process more effective—from lead generation and scoring, to insights for better messaging and outreach.

LinkedIn Sales Navigator ✓ HubSpot Sales Hub ✓ Prospect.io ✓

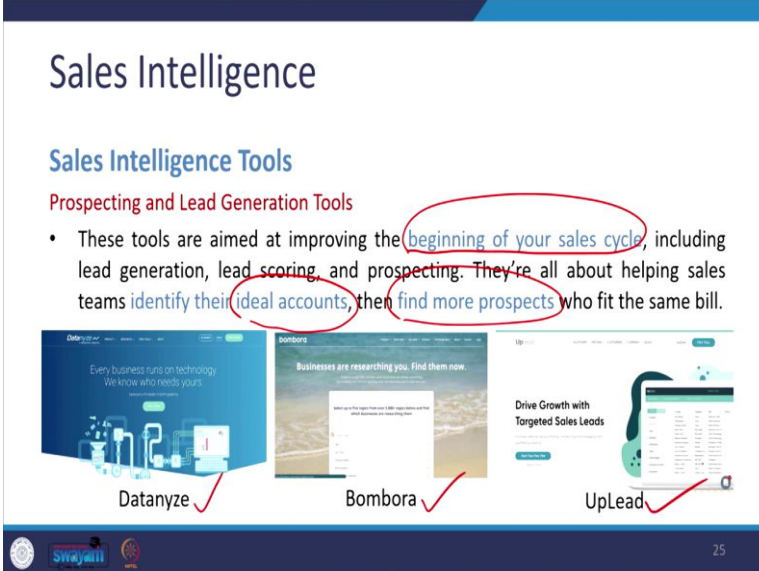
Swajali 24

So, first one is all-in-one sales intelligence tools. So, these tools can help make every step of sales process right from prospecting to lead converting into lead and leading to the and converting that lead into a customer. So, across every step of sales process these tools can help us. So, right from lead generation, lead scoring, to insights for better messaging and even outreach as well.

So, these kind of all-in-one sales intelligence tools are there in the market, for example, I have just listed few of them here. One is which is largely used across businesses is LinkedIn sales navigator even HubSpot has their owned all in one sales intelligence tool which is HubSpot sales Hub. And a prospect io also there which uses sales automation to give all kind of you know insights to the particular sales people or uses of the software so

that they can manage every step of the sales process. A next set of tools talks about prospecting and lead generation.

(Refer Slide Time: 21:08)



The slide is titled "Sales Intelligence" and "Sales Intelligence Tools". It features a bullet point describing the tools' focus on the beginning of the sales cycle, with key terms circled in red. Below the text are three screenshots of tool interfaces: Datanyze, Bombora, and UpLead, each with a red checkmark. The slide footer includes a Swajal logo and the number 25.

Sales Intelligence

Sales Intelligence Tools

Prospecting and Lead Generation Tools

- These tools are aimed at improving the beginning of your sales cycle, including lead generation, lead scoring, and prospecting. They're all about helping sales teams identify their ideal accounts, then find more prospects who fit the same bill.

Datanyze ✓ Bombora ✓ UpLead ✓

Swajal 25

So, they are very much focusing on the beginning of your sales cycle including lead generation, lead scoring, and prospecting. So, they are all about helping teams identify their ideal accounts and then find more prospects who fit that particular kind of you know ideal customer profile. So, we have various tools for prospecting and lead generation. So, these sales intelligence tools under this category there are some examples like Datanyze, Bombora and UpLead.


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Sales Intelligence

Sales Intelligence Tools

Lead Nurturing Tools

- These tools are all about tracking how leads move through the buyer's journey, including helping you figure out which prospects are most likely to ultimately convert.



6sense ✓ Lead411 ✓ LeadIQ ✓

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Then coming to the lead nurturing tools; so, these tools are all about tracking how leads move through the bias journey. This is about how your lead is moving from stepwise right. So, in the sales process including helping you figure out which prospects are most likely or unlikely to convert ultimately that are going to convert because of this lead nurturing tools. So, we have software's on the market like 6sense, we have Lead 444 11 and they lead IQ as well. So, these are all proprietary software's

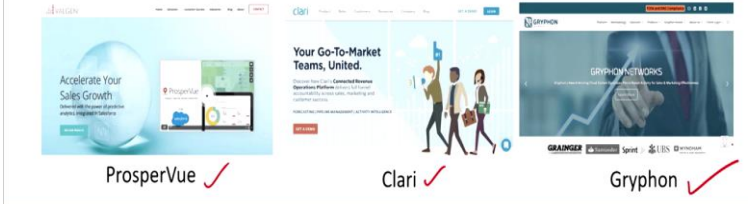
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Sales Intelligence

Sales Intelligence Tools

Sales Reporting and Forecasting Tools

- These tools help salespeople and sales managers better understand individual and team performance, determine where the sales process can be improved, and forecast upcoming closes.



ProsperVue ✓ Clari ✓ Gryphon ✓

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Coming to the next set of software sales intelligence tools we have sales reporting and forecasting tools. So, these to sales intelligence tools are mainly focused on providing you an intelligence in terms of an information where you can use that information to actually kind of you know take reporting across sales team and again forecast your sales target for your sales team.

So, these tool helps sales people and sales manager better understand individual and team performance, and then determine where the sales process can be improved. So, you can identify strong areas or weak product areas for same and then you can think of using other tools along with these forecasting tools to make most of your sales intelligence tools. So, we have a prosperVue, Clari and Gryphon are some of the examples of sales intelligence tools that are particularly used for sales reporting and forecasting.

(Refer Slide Time: 22:59)

The slide is titled "Sales Intelligence" and has a sub-heading "Sales Intelligence Tools". Below this, it says "B2B Intelligence Tools for Company Information". A bullet point states: "These sales intelligence tools are designed for B2B salespeople, with a focus on selling to an entire company." Below the text are three screenshots of tool interfaces: Leadfeeder (with the text "Turn pageviews into pipeline"), DiscoverOrg (with the text "FAST TRACK YOUR WAY TO GROWTH"), and Zoominfo (with the text "It's our business to grow yours"). Each screenshot is accompanied by the tool's name and a red checkmark. At the bottom left of the slide are logos for Swajal and other institutions, and at the bottom right is the number "28".

Coming to the B2B intelligence tools for company information, they are designed for B2B sales people, with a focus on selling to an entire company. So, we have examples like Leadfeeder, we have DiscoverOrg and even Zoominfo. So, that they are getting giving you more intelligence about company wise rather than a particular prospect and then you can reach out to those companies based on the data that you get from these software's.

(Refer Slide Time: 23:27)

Sales Intelligence

Sales Intelligence Tools

Contact Information Tools

- If you can't reach a prospect, you can't sell to them. These tools solve that problem, so you can always find the **right contact information** for your **key decision makers**.

The image shows three screenshots of contact information tools. On the left is Voila Norbert, with the text 'I can find anyone's email address' and a red checkmark. In the middle is Hunter, with the text 'Connect with anyone'. On the right is Oceanos, with a graphic that says 'CONTACT DATA THAT POWERS DEMAND GENERATION' and 'Customized Sales Strategies'. The Oceanos screenshot also features a cartoon character wearing a brain helmet.

Voila Norbert ✓ Hunter Oceanos

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Coming to the contact information tools the last in the basket. If you cannot reach a prospect you cannot sell them right. So, these tools have solved the problem. So, you can always find the right contact information. So, it is more like a database industry wide database of key decision makers where we have examples like Voila Norbert you just write you know kind of you know I name or something what comes to your mind that you know you identified from the internet.

Some x y z is a CEO you will you just enter his name or her name in this website and you will get all the detailed information like email ids and phone numbers and all. Then there is a Hunter and Oceans are again other tools that can be classified or that are found under this category. So, this comes to an end of your first objective to understand mean understand the meaning and role of sales intelligence for sales organizations.