



TREND

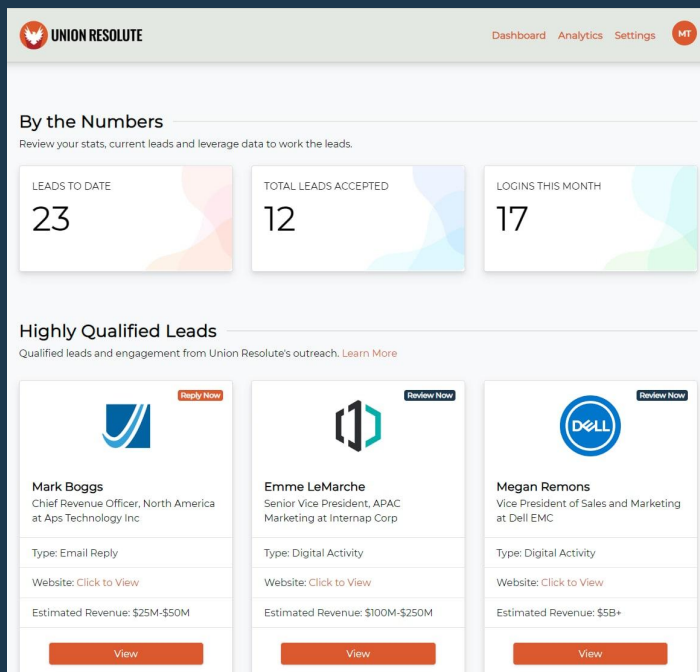
The prospect journey has changed.

Salespeople aren't playing the same roles they have in the past. It's no surprise; new work patterns and habits, like more people working from home, cafes, or just remote in general—combined with the advent of inbound marketing—has turned the whole journey on its head.

PROBLEM

Buyers are doing their own research.

Now, between 50 and 90 percent of the sales process is done before the salesperson even gets involved. That holds true whether that involvement is prospecting, research, or conversations taking place with the potential customer.



SOLUTION

Buyer interest & engagement monitoring platform that highlights target accounts that are displaying behavioral intent to buy.

By combining intent-data with a human-centered outreach program, we are able to start a conversation with prospects using relevant data about the needs of your target audience.

CONCLUSION

Highly Qualified Leads

By utilizing HQLs, salespeople are able to get involved early enough with a prospect to influence them. With visible context on where the buyer is on their own journey, the rep can personalize the outreach to an extraordinary degree. And even if some pieces of information are missing, the rep can fall back on templated outreach and customizations based on their knowing that the prospect is in their ideal customer profile or its subsegments.