

Technology is not a solution.
Technology enables us to see the solution clearly.

Sales Intelligence



illustration

framework

summer 2013

► **BENEFIT**

Buyers do business with friends. Friends know each other well. SalesIntel provides this knowledge.

► **BENEFIT**

The SalesIntel Cube demonstrates that we have been doing this for a long time and understand the challenges you face.

► **BENEFIT**

SalesIntel not only helps the sales force, but is also very useful for Marketing Teams and Subject Matter Experts.

Before we design sales intelligence tools, we start with a business problem. How to drive better connections with buyers resulting in more revenue. From here we developed our framework

Build it and they will come is the mantra of many failed technology companies. We not only saw a need for target intelligence, we lived it for 15 years.

We have attended the meetings where sales professionals say they don't have enough touchpoints, sales leads or simply put, reasons to call the buyer.

And buyers were responding in surveys that we did not understand enough about their business. And they wanted a sales professional with industry experience.

Our teams were full of brilliant sales professionals with remarkable connection skills. And they asked for the business, each time honing their persuasive skills.

Sales Intelligence is not a solution. You are the solution. We only provide the first step, target intelligence on high stress, high activity events. All wrapped up in a tight package with the most salient events near the top.



INFONAUTICS