6sense Sales Intelligence – inside SalesLoft
Tip Sheet for BDRs

- Know which accounts to focus on
- Know who to reach out to
- Know what is relevant to them

1 Inside SalesLoft, use the 6sense panel on the **Accounts** page and the **People** page to be more relevant and more successful when reaching out to prospects.

Start here…

Profile fit

Are they similar to other accounts your company has seen success with?

Buying Stage

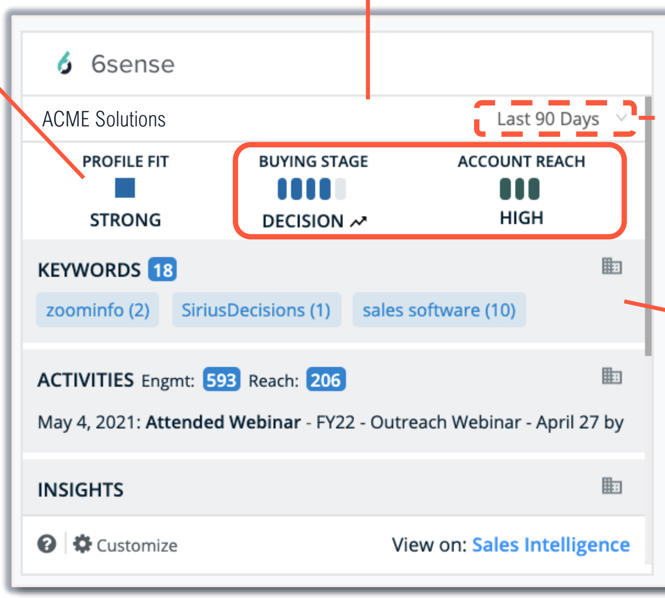
Are they in-market for your solutions? Purchase or Decision have the highest likelihood to open an opportunity in the next 90 days.

Account Reach

How much have your Marketing and/or Sales Teams been reaching out to them lately? High Reach means they're likely familiar with your company.

Low Reach means they haven't heard much. You'll want to fix that ASAP if they are a Strong Profile Fit and in Purchase or Decision.

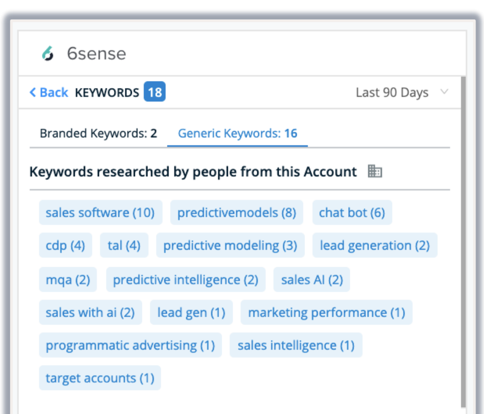
Your team's outreach efforts (calls/emails/campaigns) are calculated in the reach score, but do not affect the Intent Score or Buying Stage



Change the time period to see recent activity or a longer view

6 sections

Expand each one to see more insights



Keywords

What the account is researching, what they care about

Use the topics when reaching out

- Your subject line
- Content you send
- What you talk about

Are they researching competitors?

- Good to know that!

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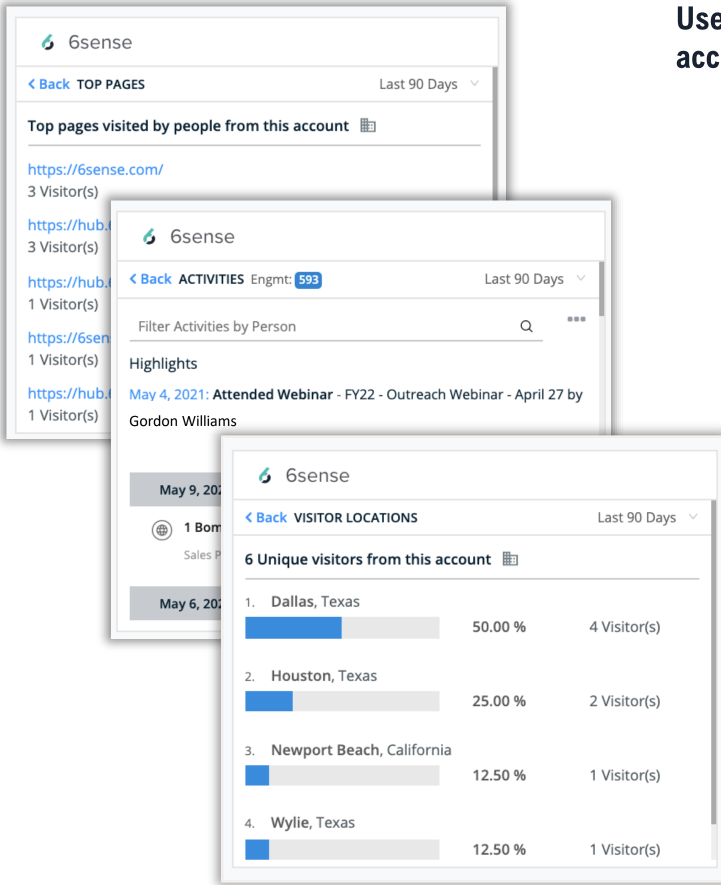
Now see **Contact Location** for keywords researched!

2 Personalize your approach to what they care about. Be more helpful and book more meetings.



Use all 6 sections to know more about the account and contacts to reach out to

Keywords

What the account is researching

Activities and Highlights

Filter by person to see known data

Visitor Locations

Search LinkedIn for typical buyer roles in the locations identified

Top Pages

Specific pages on your website they have visited (known and anonymous)

Insights

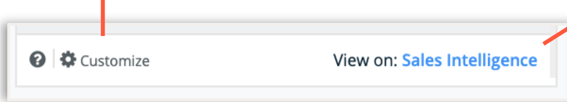
Tech used, revenue, employee range. On the People Page, the Insights section includes Persona Importance

Talking Points

Recommended for that persona at the current time

Work your way

Pro tip: reorder the sections to put your favorites at the top



Get more insights

Jump over to your CRM to see the account in the full 6sense Sales Intelligence experience.

- Trendline of known and anonymous intent signals
- Recommendations on who else to reach out to

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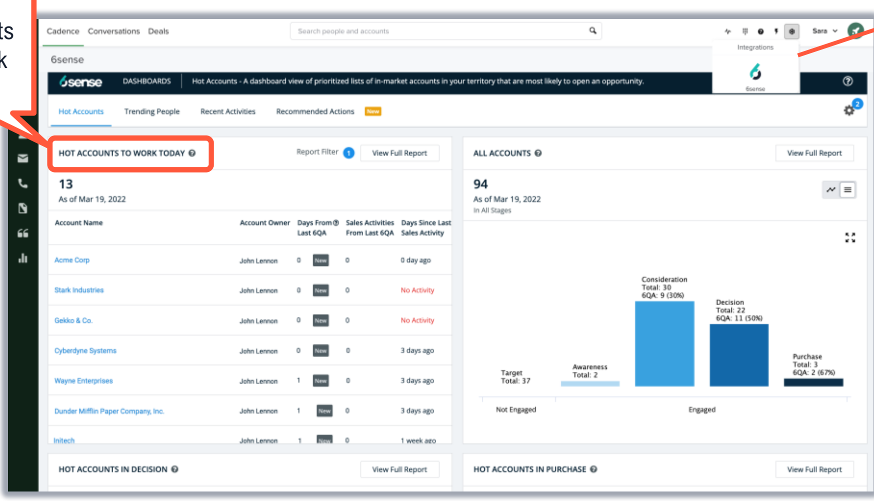
3 Ready to work the best accounts? Access a dashboard of **Hot Accounts to Work Today**.

Hot Accounts to Work Today



In SalesLoft, click **Integrations** and select **6sense**

6QA… what?

Accounts in 6QA top the list. They are accounts that are similar to what your company sees success with… and they are showing intent activity that indicates they are in-market for your solutions right now.

Get to them before your competitors do!

Want to know how it works?

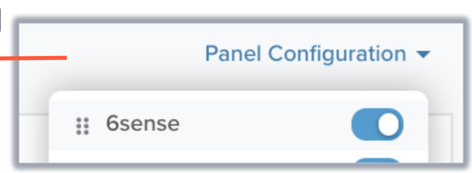
6sense uses AI to make predictions based on:

- Anonymous research that accounts are doing across 3 million partner sites on the web
- Anonymous and known visits to your website pages
- Display advertising engagement
- Historical and ongoing data from your MAP and CRM

Don't see the 6sense panel?

Scroll down. In smaller windows, it moves to the middle.

Or, check the Panel Configuration in the top-right of your SalesLoft screen.



"No data available…"

6sense provides insights for accounts and contacts synced from your CRM instance. "No data available…" means the account or contact record is not found in your CRM.