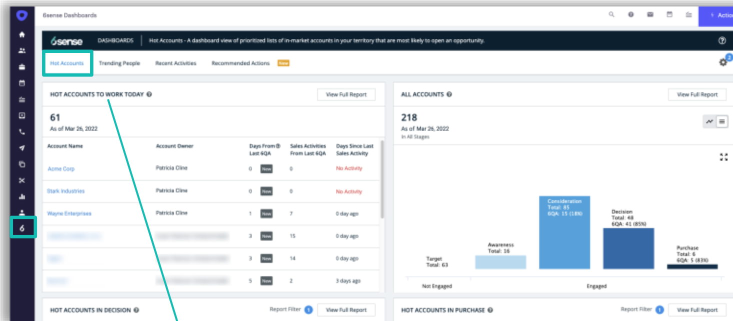
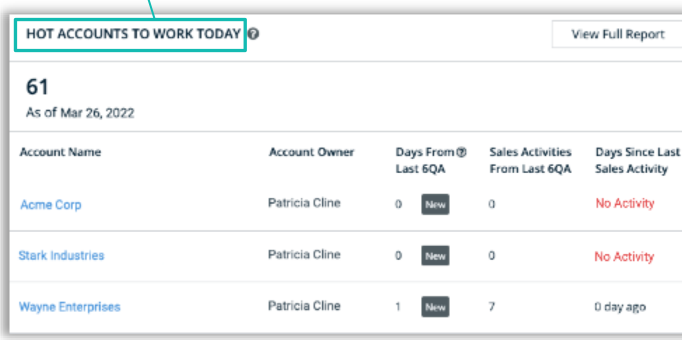
6sense Sales Intelligence – inside Outreach
Quick Reference Guide for BDRs

Prioritize the Hottest Accounts | Personalize Your Messaging | Reach the Right People

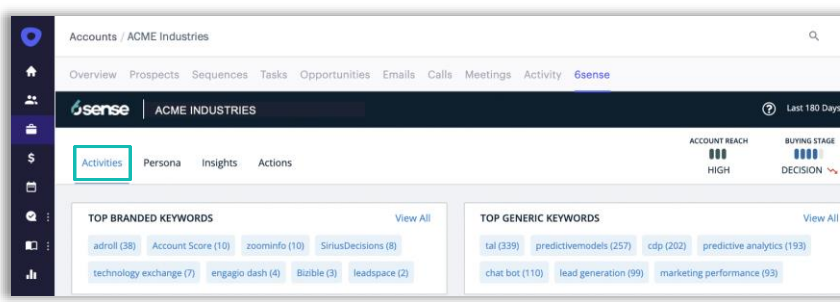
1 **Prioritize** the **hottest accounts** to work for the week from 6sense Dashboards available from the Left Nav bar

- Start with Hot Accounts to strategize where to focus your prospecting efforts
- Hot Accounts show an increased level of intent and engagement activity and should be treated like an inbound. Prioritize these for quick wins!
- These accounts are on your website, researching on B2B sites, or engaging with your marketing and sales efforts





2 Click into an account from the list to explore **6sense insights** to see what's happening at the account and to **personalize** your **messaging** so it resonates



- Branded: includes your brand/products and your competitors
- Generic: includes broader, topical industry related terms & buyer pain points

Keywords:

See what the account has been researching on B2B websites – this is what they are interested in and care about. These insights are key to competitive takeaways ending in a big win!

KNOW EVERYTHING. DO ANYTHING.

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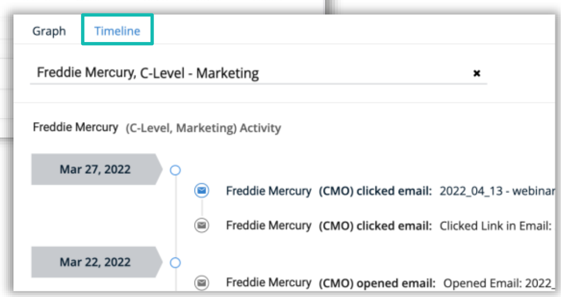
Now see **Contact Location** for keywords researched!

View all known and anonymous activity across the account

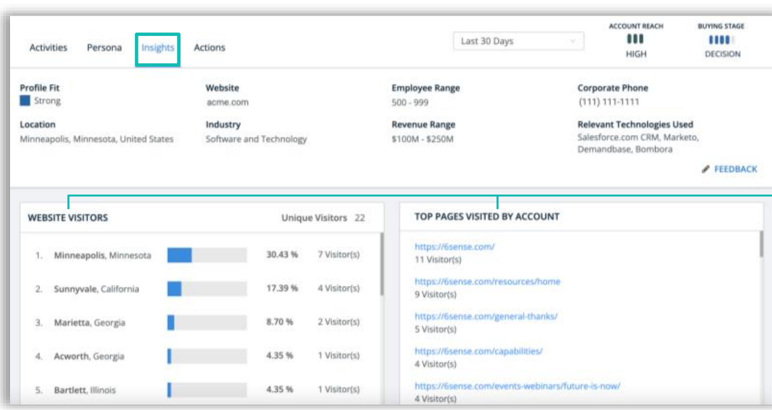
Drill into the activity spikes to see what type of engagement took place (webpage visits, keyword research, etc.).

- Did they visit the demo page or contact page?
- Did they register for an event?



- In the timeline view, search by contact to view recent activity. Use this information to provide relevant content or messaging!

3 Reach the **right people** with a personalized approach



Identify the account's tech stack. Will your product integrate with their current tech stack? Are they using your competitor?

Talk about how your organization is positioned vs your competitor!

Website Visitors:

Uncover locations of website visitors. Put the location and persona into LI or Sales Navigator to find the right people

Top Pages Visited:

Discover which parts of your solution/product visitors have researched on your website and include this in your personalization

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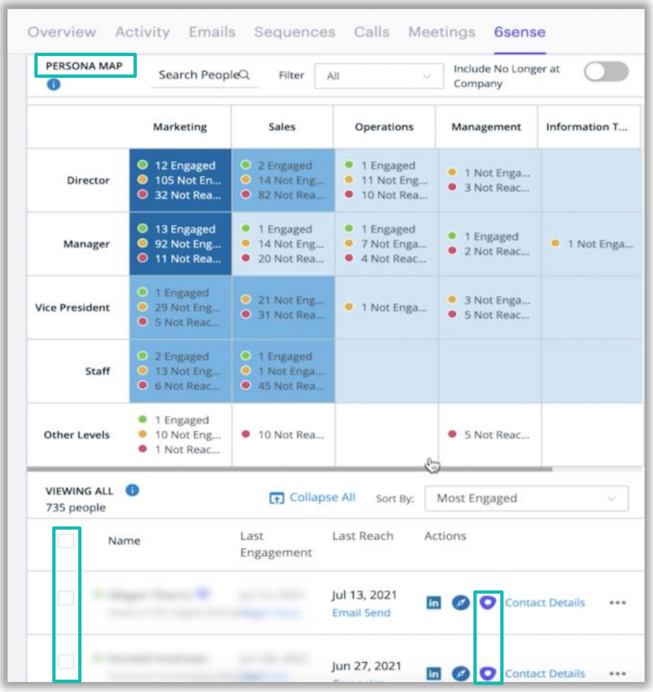
Get a view of personas that are important to the buying committee and their engagement level



Identify gaps in your sales activities and specific individuals to reach out to

- reached & responded
- reached but no response
- not reached

Use this to organize your approach to multi-threading

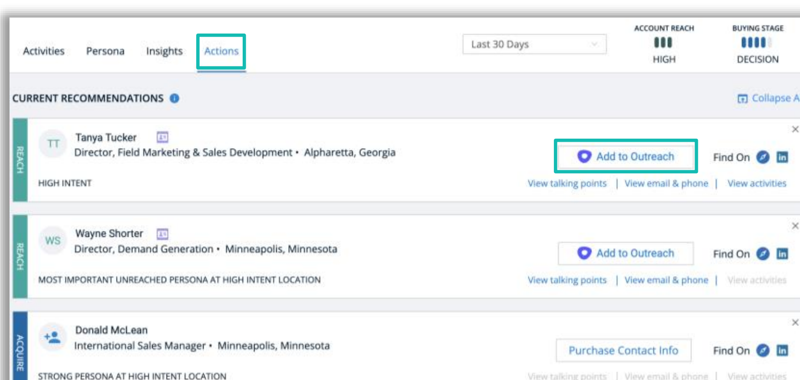
Add to Outreach:

As you learn about each contact, personalize your approach and select Outreach sequences that will resonate

Assign sequences individually or in bulk

Add key personas to Outreach sequences with one click

- Is your CRM missing key players from the buying committee?
- Our AI considers all intent signals, important personas, and website visits to recommend the next best action



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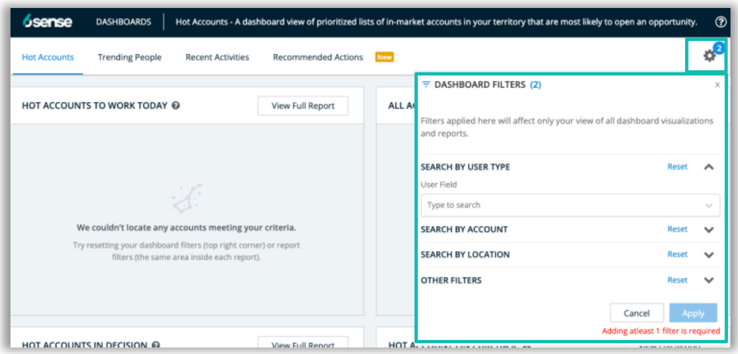
A Not Seeing Your Accounts on the 6sense Dashboards?



Selected filters remain in place across the dashboard

Not Seeing Your Accounts?

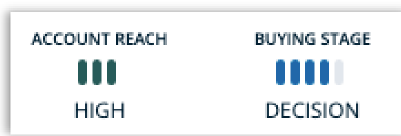
- Your organization might assign AEs as account owners
- If you're a BDR, you may need to filter by your AE's name first
- Sales managers can filter by multiple team members at once

B Curious about the scores?

The 6sense Account Intent Score is based on the account's research activity, weighing factors like persona, recency, frequency, and significance of activity.

Scores are grouped by 6sense Account Buying Stage. Stages are: Awareness, Consideration, Decision, and Purchase.

Accounts in Purchase or Decision have the highest intent score and a higher likelihood to open an opportunity in the next 90 days.



Your team's efforts (calls/emails/campaigns) are calculated in the Reach Score but **do not affect** the Intent Score or Buying Stage.

Accounts in Decision or Purchase with **Low Account Reach** are interested in products/solutions you sell but don't know about you – get in front of them!

"No data available…"

6sense provides insights for accounts and contacts synced from your CRM

"No data available…" means the account or contact record is not found in your CRM

Want to know how it works?

6sense uses AI to make predictions based on:

- Anonymous research that accounts are doing on the web across our B2B intent network
- Anonymous and known visits to your website pages
- Historical and ongoing data from your MAP and CRM