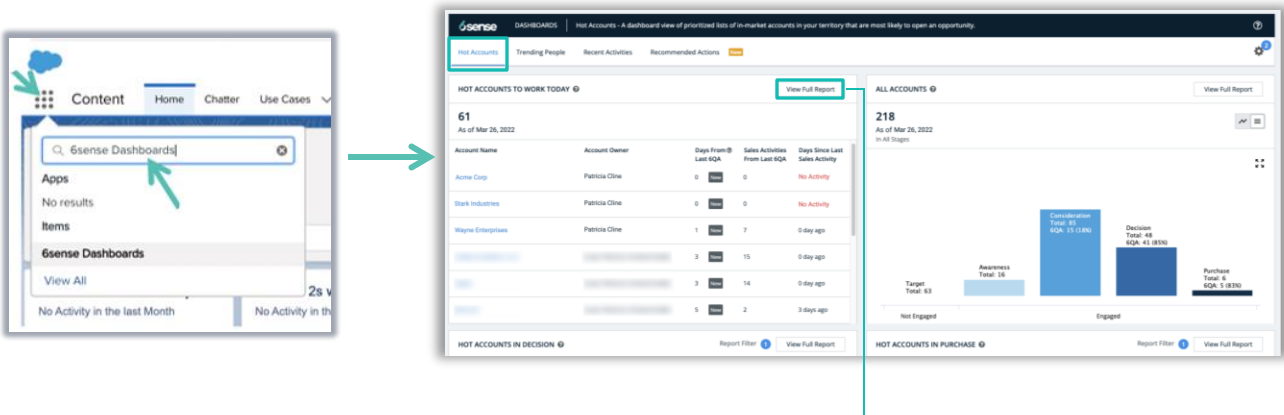


# 6sense Dashboards inside Salesforce Sales Engagement

Prioritize the Hottest Accounts | Discover Contacts | Reach the Right People

## 1 See your Hot Accounts, prioritized and updated daily on the 6sense Dashboards

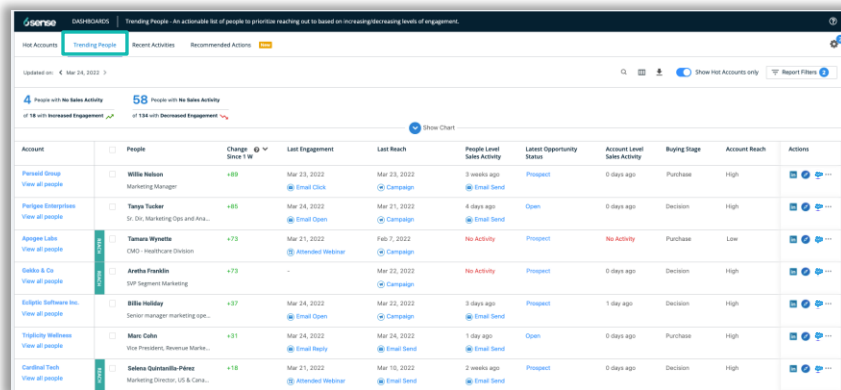


- Prioritize accounts waiting to be reached with a 0 in the Sales Activities since Last 6QA column.
  - By default, 6QA'd accounts are in **Decision** or **Purchase** and are a **Strong** or **Moderate** profile fit\*
  - Accounts drop off once an opportunity is opened
- \*Your organization may use a custom 6QA definition

View Full Report to reveal the entire list of accounts most likely to convert

- Leverage AI generated buying stage and profile fit statuses to strategize your actions

## 2 Discover engaged contacts with the Trending People Tab



- See contacts that are increasing or decreasing engagement in the last 7 days
- Quickly review a contact's recent actions and research to include in your sales activities
- Apply filters like Job Function or Job Type to target key personas

The Trending People tab displays the most engaged contacts for accounts in the Decision and Purchase buying stages

# 6sense Dashboards inside Salesforce Sales Engagement

- Use the Recent Activities tab to surface inbound actions like form fills, specific web page visits and even anonymous activity.

## Combine Filters & Search to find specific accounts

The screenshot shows the 6sense dashboard interface. At the top, there are navigation tabs: 'Hot Accounts', 'Trending People', 'Recent Activities', and 'Recommended Actions'. The 'Recent Activities' tab is selected. Below the tabs, there are several filter categories with counts: 'Form Fills' (17), 'Events, Webinars, Meetings Attended' (27), 'Email Replies' (71), 'Web Visits' (336), and 'Reports Researched' (69). A search bar is located at the top right of the main content area. Below the filters, there is a table of activities with columns for 'Account', 'Person', 'Activity Date', 'Activity Type/Details', 'Contact Location', 'Latest Opportunity Status', 'Account Level Sales Activity', 'Reach Score', 'Buying Stage', and 'Actions'. The table lists several activities for 'Parsoid Group' and 'Eartha Kit'.

**Date Range**  
Adjust the time frame

**Search**  
Search activities by type (e.g., form fills, webinars attended, etc.)

**Top Summary Filters**  
Categorize accounts by activity

**Dashboard Filters**  
Filter for Accounts that matter to you

**Report Filters**  
Filter by Activity type, role, location, etc.

## How can the Recent Activities Tab help you?

When you want to....

Focus on in-market accounts that may not be aware of your company.

Prospect into accounts that have visited specific webpages such as the pricing page.

Reach out to accounts where key personas have filled out forms or attended webinars.

### Apply these Report Filters:

- Account Reach: Low
- Buying Stage: Decision or Purchase

### Search for the Webpage URL + Apply these Report Filters:

- Website Visited (Known) + Website Visited (Anonymous)
- Buying Stage: Decision or Purchase

### Apply these Report Filters:

- Job Level: Director, VP, etc.
- Job Function: Marketing, IT, Operations, etc.
- Engagement Activity Type: Form Filled or Webinar Attended

# 6sense Dashboards inside Salesforce Sales Engagement

## 4 Find and engage crucial personas with the Recommended Actions tab

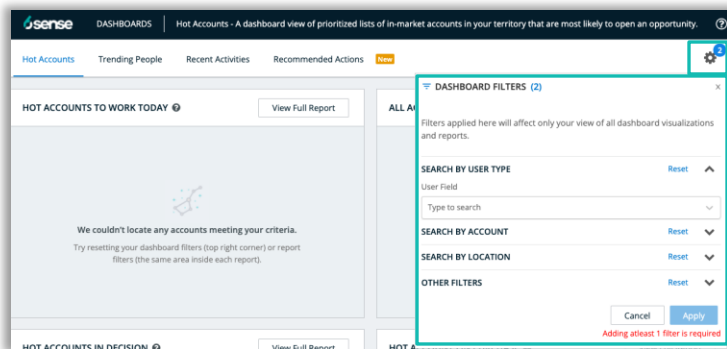
Account	People	Recommendation Reason	Contact Location	Last Engagement	Intent Score	Person Engmt Score	Days From Last SQA	Latest Opportunity Status	Persona Importance	Act	Actions
Perseid Group	Willa Nelson Director, Field Marketing & Sal...	High intent	Alpharetta, Georgia	Mar 24, 2022 Email Open	72	91	1	Open	Strong	Sell	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Perseid Group	William Joel VP of Digital Marketing	Strong profile	Chicago, Illinois	Mar 24, 2022 Email Open	71	84	4	Prospect	Moderate	Sell	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Perseid Group	Donald McLean Marketing Operations Manager	Strong persona at high intent location	Lancaster, Pennsylvania	-	70	0	4	Prospect	Strong	Sell	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Add contacts to a Cadence here

See which personas to focus on based on 6sense recommendations

- **Reach** – Engage contacts already in Salesforce
- **Acquire\*** – Add strong personas that do not exist in Salesforce

*\*Acquire actions will not appear if the prospect account is subject to the GDPR or if your organization has disabled contact purchasing*



### 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

Selected filters remain in place across the dashboard

## Find the accounts that matter to you

### Find your Accounts

User type: BDR/SDR  
User Field: Your Name

### Find Accounts in a Location

User type: BDR or Account Owner  
User Field: Your Name  
Location: Pick a Location

### Add More Filters

Industry  
Revenue Range  
Employee Range, etc.