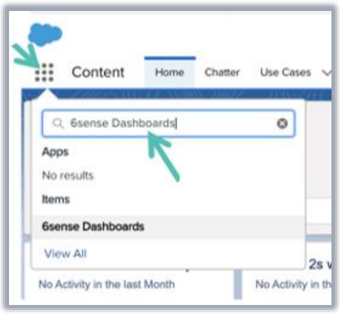
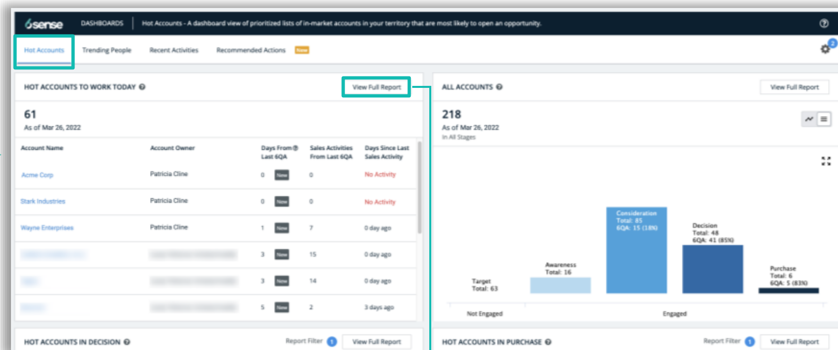
6sense Dashboards
inside Salesforce Sales Engagement

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

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





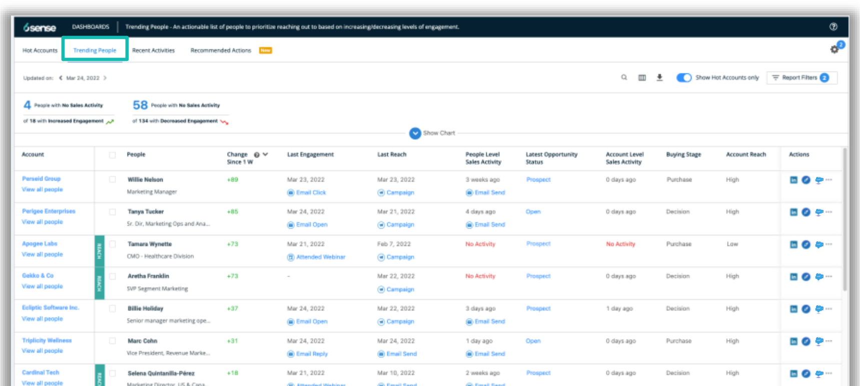
- Prioritize accounts waiting to be reached with a 0 in the **Sales Activities since Last 6QA** column.
- By default, 6QA'd accounts are in Decision or Purchase and are a Strong or Moderate profile fit*
- Accounts drop off once an opportunity is opened

*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

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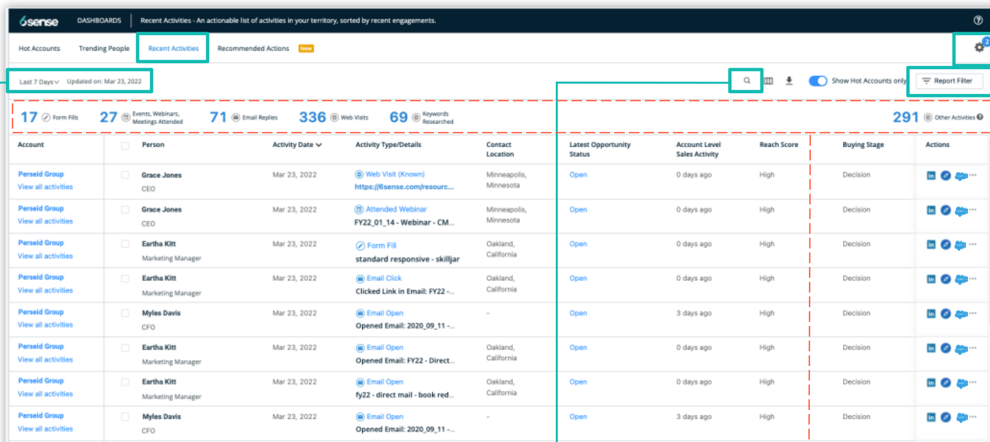
3 Use the Recent Activities tab to surface inbound actions like form fills, specific web page visits and even anonymous activity.

Combine Filters & Search to find specific accounts



Dashboard Filters
Filter for Accounts that matter to you

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

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

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

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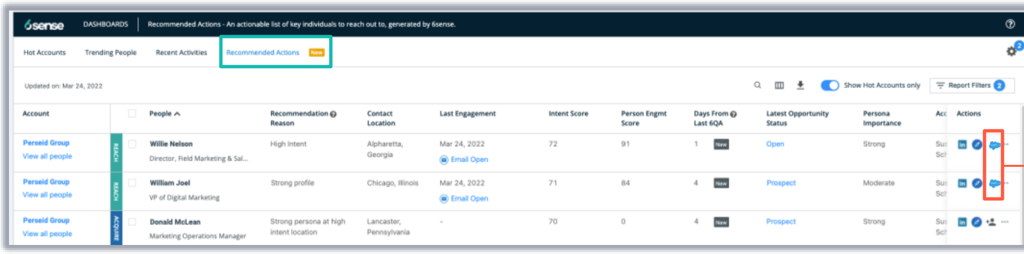
4 Find and engage crucial personas with the Recommended Actions tab

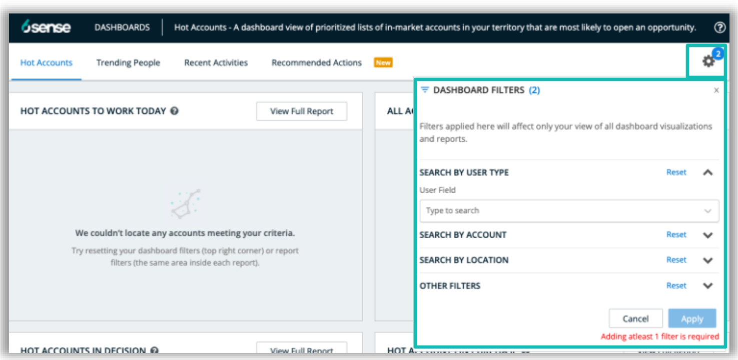


Add contacts to a Cadence here

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*



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

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.