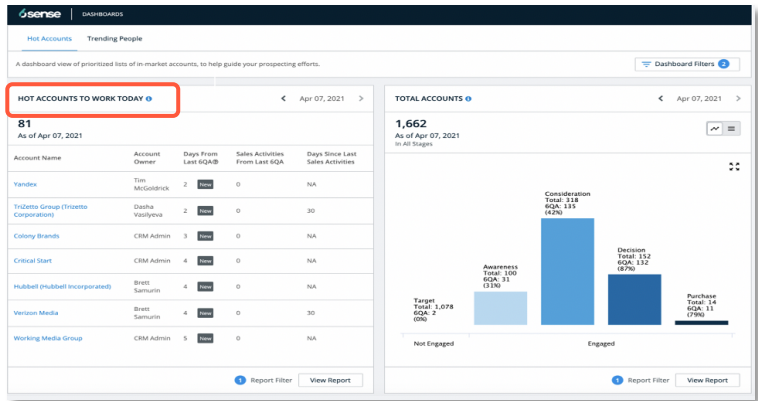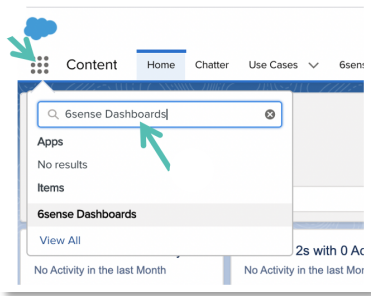# 6sense Sales Intelligence
Tip Sheet for BDRs

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

1 Prioritize <u>Hot Accounts to Work Today</u> on the Dashboard or get a List View from your organization.

The best accounts right now

These accounts are similar to what your company sees success with, and they are showing intent activity that indicates they are in-market for your solutions
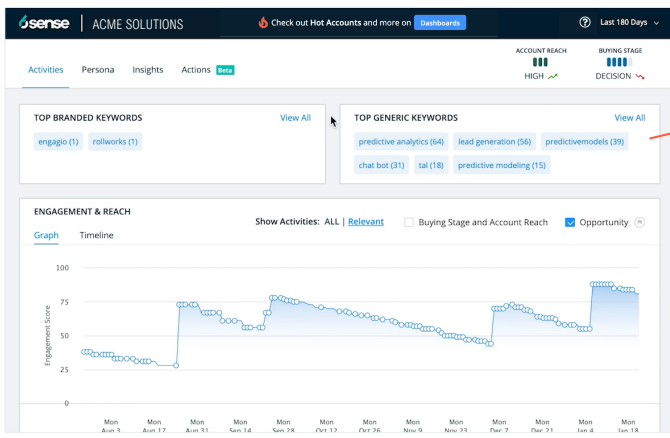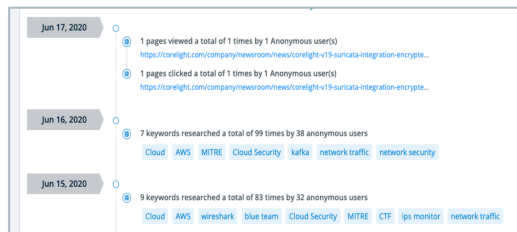

Activity Graph

Which Keywords are they researching?

- Your brand?
- Product categories?
- Use these topics in your outreach

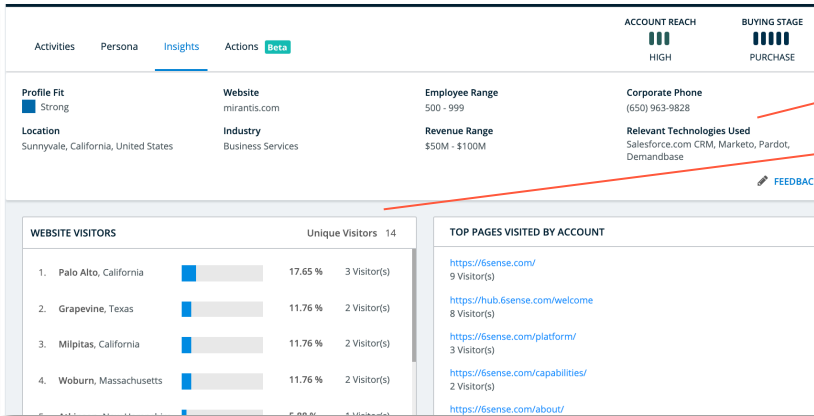Are they researching competitors?

- Good to know that!

Timeline

- Which website pages viewed
- Which emails, which events
- Search on a contact name to see individual activity

6sense Sales Intelligence
Tip Sheet for BDRs

2 Dig in deeper. Leverage the account and contact level data to make your outreach more valuable.
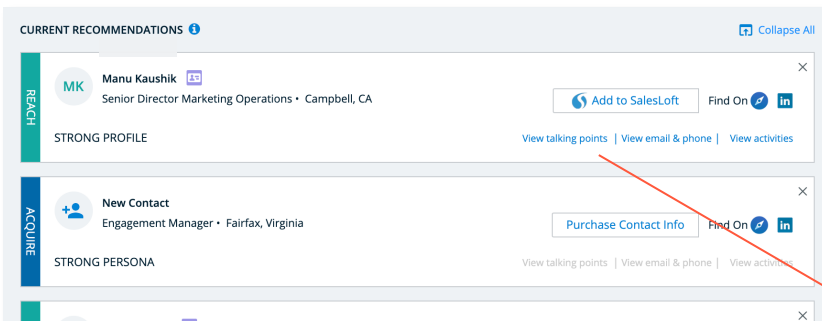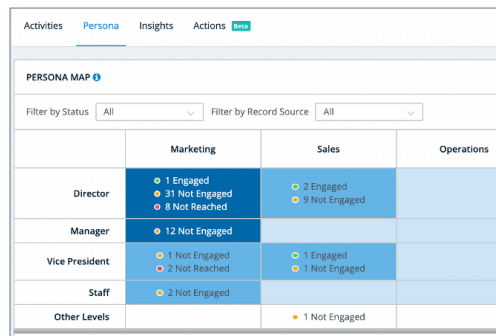

Insights Tab

Lists relevant technologies used

Understand if specific teams or branches of the organization are showing the most intent

- Many Reps find success entering location and company name into LinkedIn Sales Navigator to find new contacts

Persona Map

Get a view of your coverage across contact personas that are important to your sales motion

Actions Tab

Find new contacts for key buyer personas on LinkedIn or LinkedIn Sales Navigator

Easily add a contact to a cadence

Use talking points suggested by 6sense or from your own organization in your outreach

Reach = their contact information is in your Salesforce instance

Acquire = a new contact recommended by 6sense