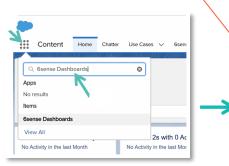
# 6sense Sales Intelligence Tip Sheet for BDRs

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

Prioritize Hot Accounts to Work Today on the Dashboard or get a List View from your organization.



Hot Accounts Trending I	eople								
A dashboard view of prioritized lis	ts of in-market ac	counts, to help j	guide your prospecting	; efforts.				÷ Di	shboard Filters
HOT ACCOUNTS TO WORK T	ODAY O		<	Apr 07, 2021 >	TOTAL ACCOUNTS 0			<	Apr 07, 202
<b>81</b> As of Apr 07, 2021					1,662 As of Apr 07, 2021 In All Stages				<u>_</u>
Account Name	Account Owner	Days From Last 6QA@	Sales Activities From Last 6QA	Days Since Last Sales Activities					
Yandex	Tim McGoldrick	2 New	0	NA			Consideration		
TriZetto Group (Trizetto Corporation)	Dasha Vasilyeva	2 Now	0	30			Total: 318 6QA: 135 (42%)		
Colony Brands	CRM Admin	3 New	0	NA					
Critical Start	CRM Admin	4 New	0	NA		Awareness Total: 100		Decision Total: 152 6QA: 132 (87%)	
Hubbell (Hubbell Incorporated)	Brett Samurin	4 New	0	NA		6QA: 31 (31)0			Parchase
Verizon Media	Brett Samurin	4 New	0	30	Target Total: 1,078 6QA: 2 (0%)				Total: 14 6QA: 11 (79%)
Working Media Group	CRM Admin	5 New	0	NA	Not Engaged		E au	aged	

#### 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

Activities Persona Insights Action		CCOUNT REACH BUTING STAGE
TOP BRANDED KEYWORDS	View All TOP GENERIC KEYWORDS	View All
engagio (1) rollworks (1)	predictive analytics (64) lead generation (5	56) predictivemodels (39)
	chat bot (31) tal (18) predictive modeli	ng (15)
ENGAGEMENT & REACH Graph Timeline	Show Activities: ALL   Relevant Buying Stage and Account	Reach 🗾 Opportunity 💿
	Show Activities: ALL   Relevant Buying Stage and Account	
Graph Timeline		
Graph Timeline		
Graph Timeline		

#### Activity Graph

Which Keywords are they researching?

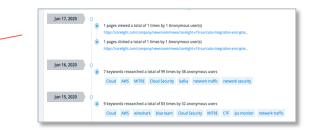
- Your brand?
- Product categories?
- Use these topics in your outreach

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.

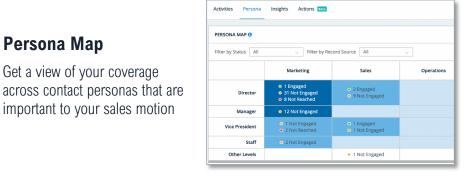
Activities Persona Insights	Actions Beta		ACCOUNT REACH	BUYING STAGE
Strong	Website mirantis.com	Employee Range 500 - 999	Corporate Phone (650) 963-9828	
<b>.ocation</b> Sunnyvale, California, United States	Industry Business Services	Revenue Range \$50M - \$100M	Relevant Technologies Used Salesforce.com CRM, Marketo, Pardot, Demandbase	
				FEEDBACH
WEBSITE VISITORS	Unique Visitors 14	TOP PAGES VISITED BY ACCOUN	іт	
1. Palo Alto, California	17.65 % 3 Visitor(s)	https://6sense.com/ 9 Visitor(s)		
	11.76 % 2 Visitor(s)	https://hub.6sense.com/welcome		
2. Grapevine, Texas		8 Visitor(s)		
<ol> <li>Grapevine, Texas</li> <li>Milpitas, California</li> </ol>	11.76 % 2 Visitor(s)	8 visitor(s) https://6sense.com/platform/ 3 Visitor(s)		
	11.76 % 2 Visitor(s) 11.76 % 2 Visitor(s)	https://6sense.com/platform/		

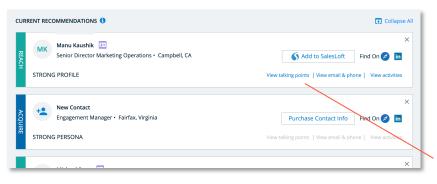
### **Insights Tab**

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





Reach = their contact information is in your Salesforce instance

Acquire = a new contact recommended by 6sense

### **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

