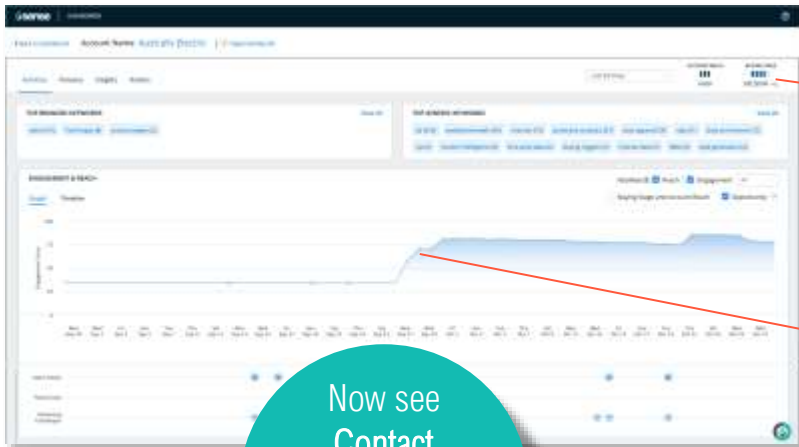


6sense Sales Intelligence

Tip Sheet for AEs

- Know which accounts are in-market
- Know who to reach out to
- Know what is relevant to them

1 Explore your accounts! See the kinds of insights and recommendations available to you with 6sense.



Activity Graph

Check the **6sense Buying Stage** Accounts in Decision or Purchase have the highest likelihood to open an opportunity within the next 90 days

Hover over the trendline to see:

- Known and anonymous intent signals
- Website pages viewed
- Sales and Marketing engagement activities

Examine any spikes to see if they might indicate new or renewed interest

Select **Timeline** view and search on a contact name to see individual activity

Keywords surface what the account has been researching during the period selected

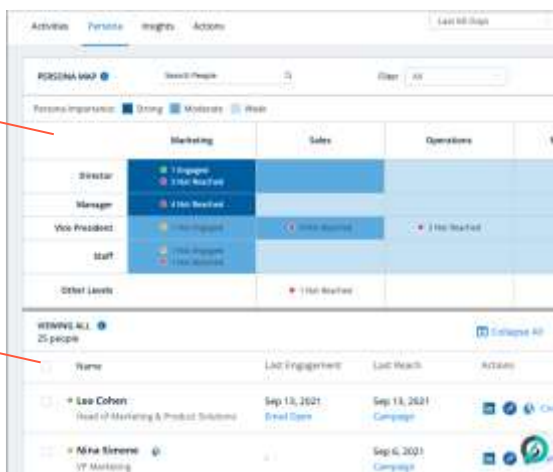
- **Branded** includes your brand as well as your partners, your competitors, and their products
- **Generic** includes business challenges and potential solutions

Persona Map

Get a view of your coverage across contacts that are important to your sales cycle

Dig into contact activity to see their engagement with your brand

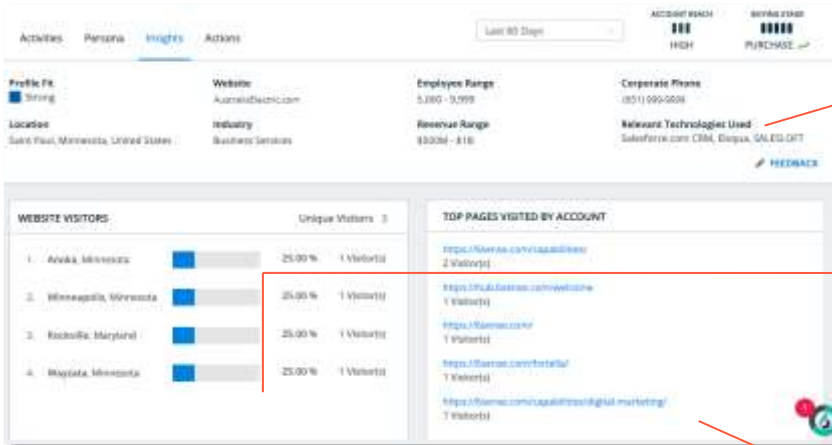
Identify gaps and see progress as you fill them



6sense Sales Intelligence

Tip Sheet for AEs

2 Keep going. There's more to discover.



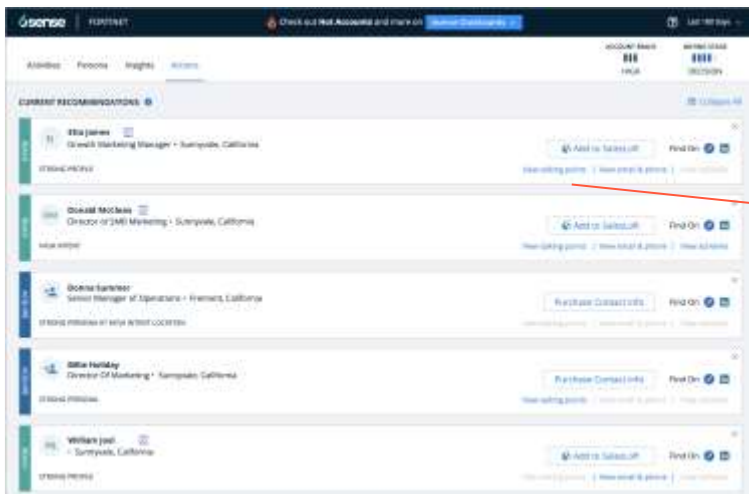
Insights Tab

See relevant technologies used by the company

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

Specific web pages viewed can often provide additional insights



Actions Tab

See daily recommendations on who to focus on

Find new contacts for key buyer personas on LinkedIn or LinkedIn Sales Navigator. The full contact name will be listed when available from the source

View talking points suggested by 6sense or from your own organization

Easily add a contact to a cadence and you can see if that contact is already in a cadence

Reach means their contact information is in your Salesforce instance

Acquire means 6sense has identified a contact outside of your Salesforce who would be worthwhile to add to your contacts

6sense Sales Intelligence

Tip Sheet for AEs

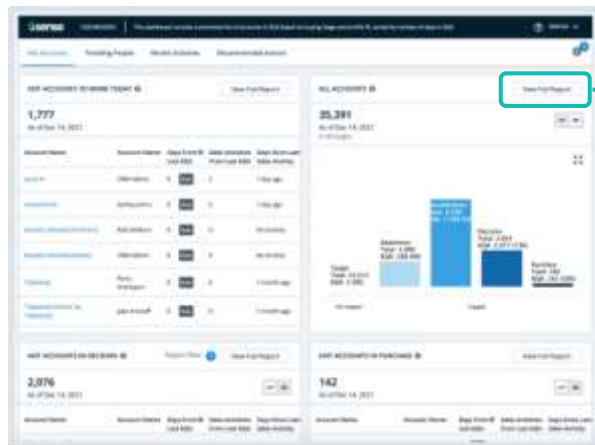
3 Now that you've seen insights and recommendations at the account level, you'll want to have a prioritized list of accounts showing accounts in Purchase and Decision stages at the top.

You can use a List View, a Report View, or a standard or custom Dashboard. Be sure the [6sense Account Intent Score](#) and the [6sense Account Buying Stage](#) fields are both included and that the 6sense Intent Score is sorted in descending order.

Check with your organization to see if there is a standard setup for your team.



To view the standard Dashboards, click in the Salesforce App Exchange and add [6sense Dashboards](#)



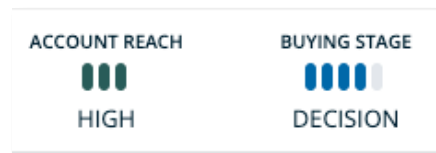
Filter for your accounts and many other fields

[Check out the Dashboards tip sheet to get a view across your territory](#)

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.



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

Account Profile Fit

Reflects how closely the company's firmographic profile resembles accounts with past and current opportunities (examples: industry, revenue range).



Contact Profile Fit

Reflects how closely the individual's demographic profile resembles contacts associated with past and current opportunities (examples: job function, title, seniority).