

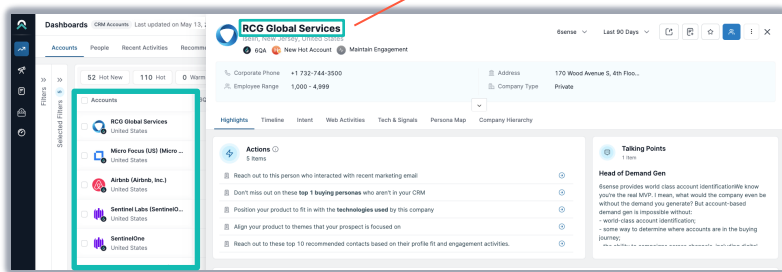
# 6sense Sales Intelligence Enterprise Tip Sheet for BDRs

## 1 Prioritize the Hottest Accounts

### Accounts Tab

Strategize with your AEs on **Top Accounts** from this list

- Click on a new hot account and open **Details Page** to learn more



### Highlights Tab

Hover over and click spikes on **Activities Graph**

- Which **web pages** were visited, **events** registered, **keywords** researched?
- Is the account in the ripe **Decision** or **Purchase** stage right now?



## Learn More

### Hot Account?

An account that shows increasing activity, looks like your other ideal customers, and is more likely to open an opportunity within the next 90 days

### Temperature

- H** New Hot Account (in last 14 days)
- H** Hot Account
- W** Warm Account
- C** Cold Account

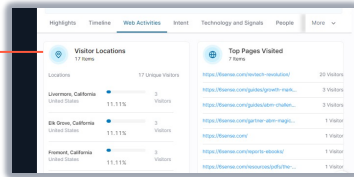
View all known and anonymous activity across the account from the **Highlights Tab** and **Timeline Tab**

# 6sense Sales Intelligence Enterprise Tip Sheet for BDRs

## 2 Personalize your Message

### Web Activities Tab

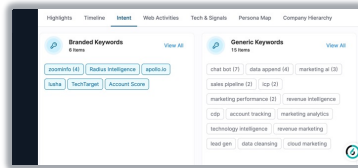
- See which account locations are visiting your website
- Use location to help find the people most engaged with your brand
- Discover which parts of your solution/product those visitors are most interested in



### Intent Tab

Resonate with more people by knowing what the account cares about

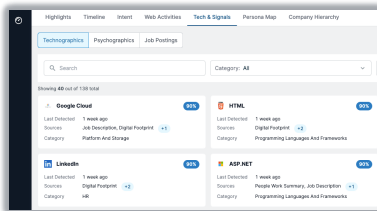
- Focus on **Keywords** that have been researched the most
- Leverage to create relevant and meaningful messaging



### Technology and Signals Tab

Gather more intel

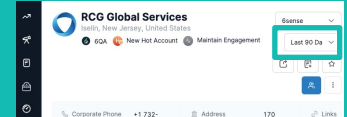
- **Technographics:** Is the account using complementary or a competitor's technology?
- **Psychographics:** What topics are they talking about on webpages and blogs?
- **Job Postings:** Are they growing? What roles are they're hiring for? What pain points can be gleaned?



## Learn More

### Pro Tip

Filter on the last 7 to 180 days of activity



**Keywords** are configured by your organization

**Branded:** your products/brand and your competitors

**Generic:** broader, topical industry related terms, and buyer's pain points

Keywords are NOT Google Search terms!

### Pro Tips

Use location data with Discovery or LinkedIn Sales Navigator to track down those possible Website Visitors

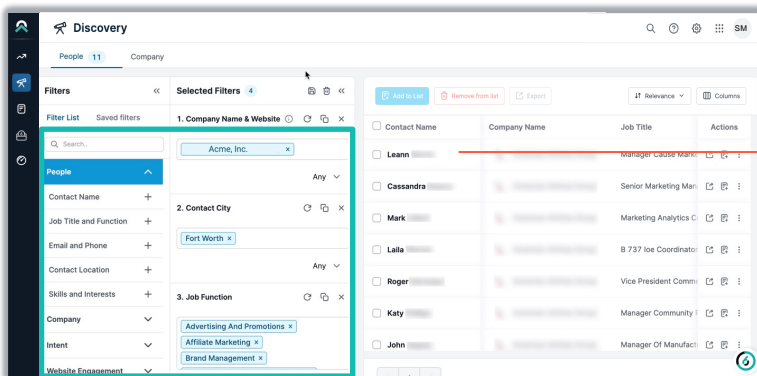
Contact Location is also available for keyword research activity

# 6sense Sales Intelligence Enterprise Tip Sheet for BDRs

## 3 Reach the Right People

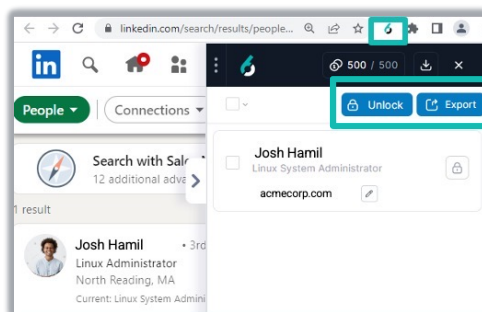
### Discovery

- **Identify** location data from web activity and keyword research
- **Apply** filters like **contact location**, **job function**, **seniority** to find key contacts that may be visiting your website or researching keywords
- **Uncover open space** where additional contacts should be acquired



Alternatively, research people on **LinkedIn** or **Sales Navigator**

- Launch **Chrome Extension** and use credits to **unlock** contact information
- **Export** into CRM or SEP to **acquire** them.



You are ready. **Reach out and get those meetings booked!**

## Learn More

Explore **actions** you can take: unlock contact information, add contacts to a list, export into CRM or SEP

Click on a person's name to view **contact details**, **activities**, and **talking points**

### People Details Page

View skills, interests, educational background, socials and more to help build rapport

**Unlocked** contacts remain available to your entire organization for 12 months

**No credits** charged to export during the 12-month maintenance period

### Pro Tip

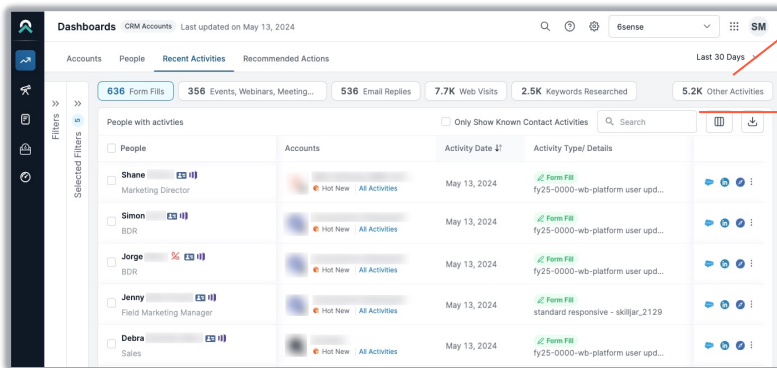
Use Discovery to curate a list of contacts for **field events** hosted by your marketing team

# 6sense Sales Intelligence Enterprise Tip Sheet for BDRs

## 4 Prospect Across Your Territory

Discover cross-sell opportunities across your territory

- Search for high value **web pages** like demo or pricing pages and **keyword** research such as competitors or your brand
- Prioritize these inbounds for quick wins!



## Learn More

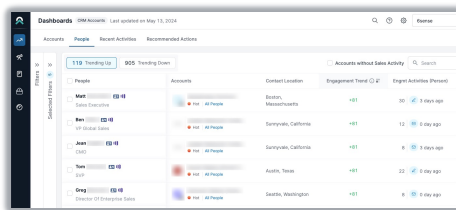
Explore **filtering** tools to find more accounts that may be bubbling up

Apply **filters** to segment accounts by activity type

Search for specific activities (i.e., URL, keyword, form-fill, etc.)

Our AI considers all intent signals, the persona map, and website visits to suggest the **next best Recommended Action**

**Uncover** contacts trending up or down in engagement



**See** recommendations on contacts to **reach** or **acquire** based on recommendation reason

