

# 6sense Sales Intelligence Team & Growth Tip Sheet for AEs

## Learn More

### Hot Account?

An account showing an increase in recent intent signals\* and web visits, and matches relevant technographic, psychographic, and firmographic data

### Temperature

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

### Pro Tip

Hone in by **person** to see their **individual activity**

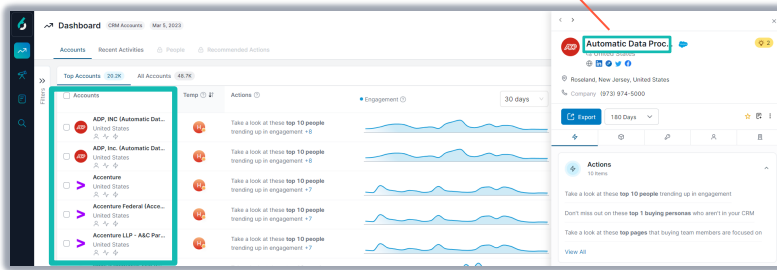
\* Requires Growth Subscription

1 Prioritize your day across new prospects & existing accounts

## Accounts Tab

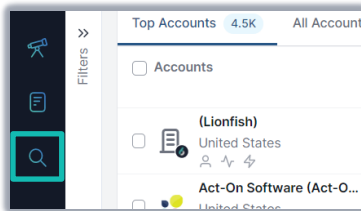
Strategize with your BDRs on **Top Accounts** from this list that are bubbling up

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



Work your key accounts already in motion

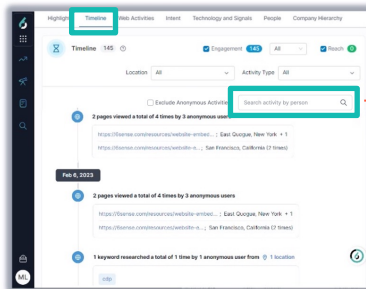
- Quickly access a Company (or Person) from **Global Search**



## Timeline Tab

View all **known** and **anonymous** account activity

- Which **web pages** were visited or **keywords\*** researched?
- Are key contacts generating a lot of activity?
- This account may be ready for a conversation right now!

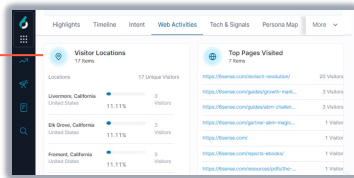


# 6sense Sales Intelligence Team & Growth Tip Sheet for AEs

## 2 Accelerate Opportunities

### Web Activities Tab

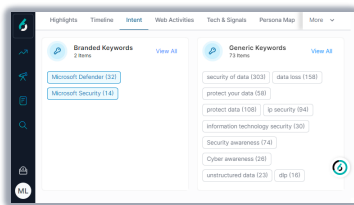
- See which account locations are visiting your website
- Use location to help find the people most engaged with your brand
- Discover which parts of your solution/product those visitors are most interested in



### Intent Tab\*

Resonate with more people by knowing what the account cares about

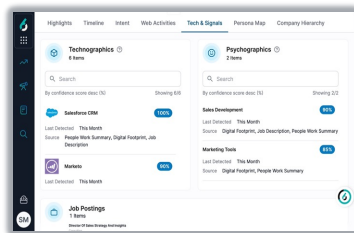
- Focus on **Keywords** that have been researched the most
- Leverage to create relevant and meaningful messaging



### Tech & Signals Tab

Gather more intel

- **Technographics:** Assess opportunities/risks of their existing tech stack.
- **Psychographics:** What topics are they talking about on webpages and blogs?
- **Job Postings:** Are they growing? What roles are they're hiring for?

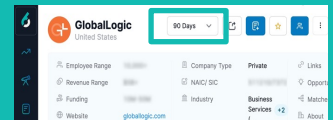


Combined with their **Timeline** Activities, what **pain points** can be **gleaned**? Leverage to accelerate the deal!

## 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

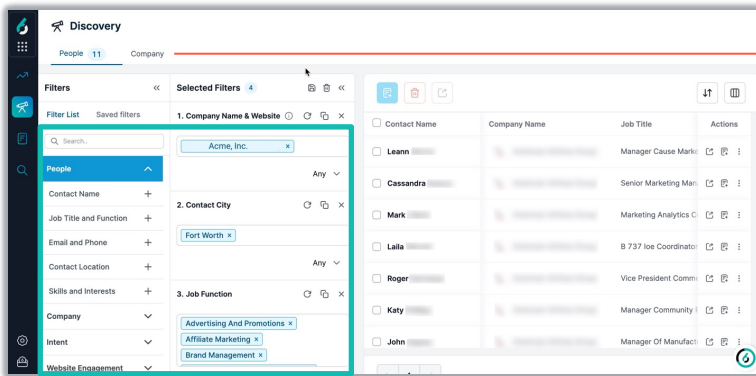
\* Requires Growth Subscription

# 6sense Sales Intelligence Enterprise Tip Sheet for AEs

## 3 Close more deals by reaching the right people

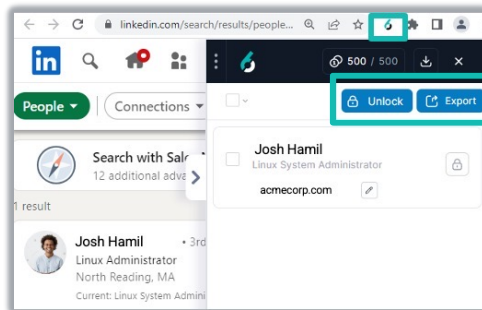
### Discovery

- 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.



Now, strategize with your BDR to engage the entire buying committee. **Reach out and close those deals!**

### 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 **skills**, **interests**, **educational background** to help build rapport,

### Company Tab

Apply the technographic filter to uncover companies using competitor technology.

Run a competitive takeout!

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

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

### Pro Tip

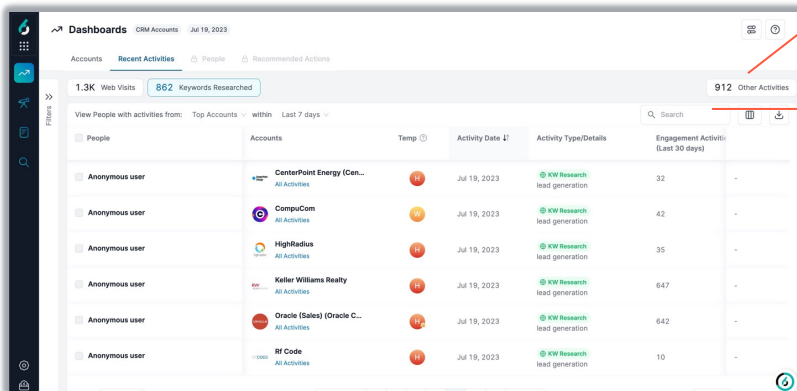
Use Discovery to curate a list of contacts for **field events** hosted by your marketing team

# 6sense Sales Intelligence Team & Growth Tip Sheet for AEs

## 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!



The screenshot shows the 6sense CRM Accounts dashboard for July 19, 2023. It displays a table of recent activities for various accounts. The table has columns for People, Accounts, Temp, Activity Date, Activity Type/Details, and Engagement Activity (Last 30 days). The accounts listed are CenterPoint Energy (Cen...), CompuCom, HighRadius, Keller Williams Realty, Oracle (Sales) (Oracle C...), and RF Code. The activities are categorized as 'KW Research lead generation'.

People	Accounts	Temp	Activity Date	Activity Type/Details	Engagement Activity (Last 30 days)
Anonymous user	CenterPoint Energy (Cen...)	10	Jul 19, 2023	KW Research lead generation	32
Anonymous user	CompuCom	10	Jul 19, 2023	KW Research lead generation	42
Anonymous user	HighRadius	10	Jul 19, 2023	KW Research lead generation	35
Anonymous user	Keller Williams Realty	10	Jul 19, 2023	KW Research lead generation	647
Anonymous user	Oracle (Sales) (Oracle C...)	10	Jul 19, 2023	KW Research lead generation	642
Anonymous user	RF Code	10	Jul 19, 2023	KW Research lead generation	10

Use recent activities to find...

- Accounts showing an interest in other products or solutions you sell
- Accounts researching your competitors or other solutions you offer

**Leverage** the intel to craft relevant messaging and **identify** location data to find possible visitors and researchers!

## 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.)

\* Requires Growth Subscription