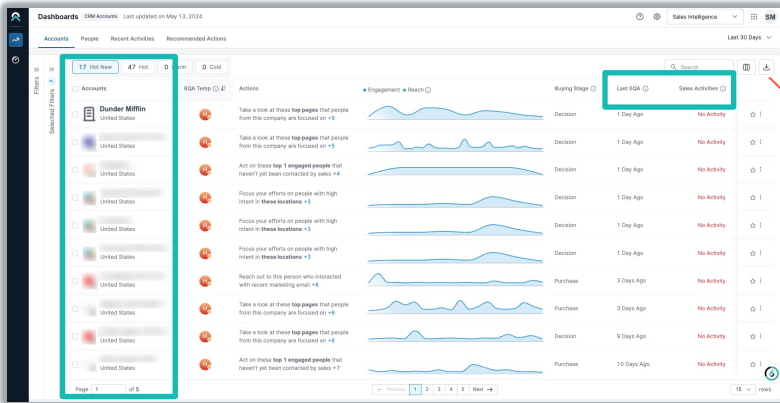


# 6sense SI Enterprise Dashboards Tip Sheet for AEs & BDRs

1 Hit the ground running each day with **Hot Accounts**

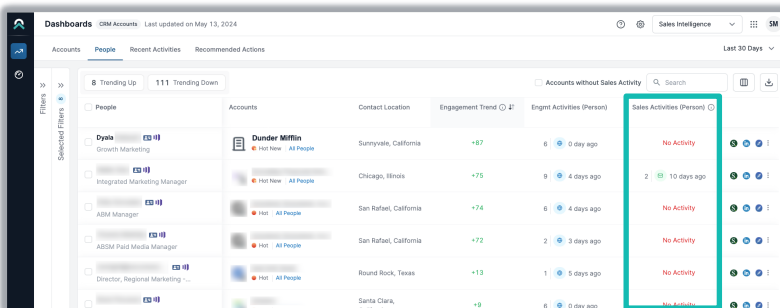
## Top Accounts Tab

Prioritize reaching out to New Hot Accounts with **0 Sales Activities** since the Last 6QA



## People Tab

Discover people increasing or decreasing in engagement across your territory



See people that are increasing or decreasing in engagement recently and plan next steps

- Is a person increasing in engagement but has **No Activity** in the **Person Level Sales Activity** column? Reach out!
- Is a key person decreasing in engagement? Re-engage them!

## Learn More

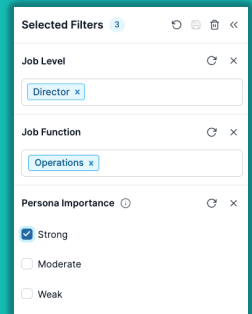
- Hot Accounts are updated daily
- 6QA'd Accounts are in **Purchase** or **Decision** and are a **Strong** or **Moderate** profile fit

*\*your organization may use a custom 6QA definition*

### View Full Report

See buying stage, account reach, profile fit, and more for each account

See people that are increasing or decreasing in engagement recently and plan next steps

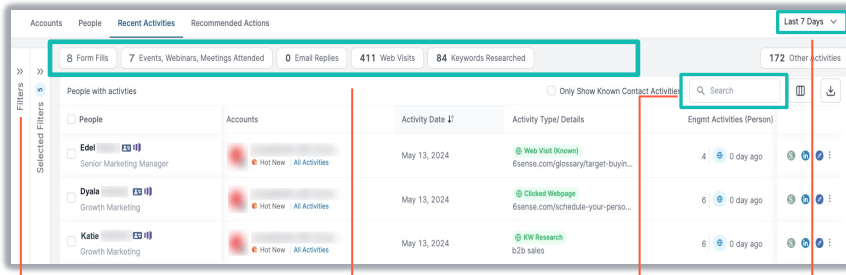


Apply filters like **Job Function** or **Job Level** to target key people

# 6sense SI Enterprise Dashboards Tip Sheet for AEs & BDRs

## 2 Surface intent activities across all your accounts

### Recent Activities Tab



Filter by job level, function, buying stages, etc.

Drill into different activities

Search for specific activities

Adjust date range

#### Use the Recent Activities Tab when you want to focus on...

Hot Accounts researching your competitors with low reach

Key personas who filled out forms or attended events/webinars

#### Search for keyword + apply these Report Filters:

- Search Competitor Name
- Account Reach: Low
- Buying Stage: Decision or Purchase

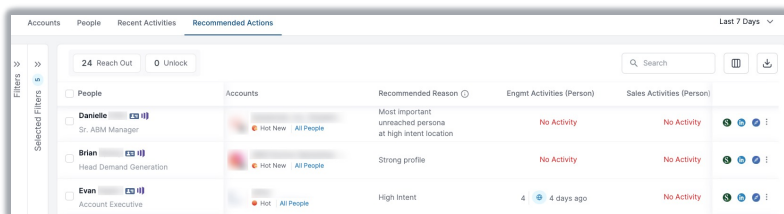
#### Apply these Report Filters:

- Job Level and/or Job Function
- Engagement Activity Type: Form filled; Event /Webinar attended
- Buying Stage: Decision or Purchase

## 3 Uncover and engage key people across all your accounts

### Recommended Actions Tab

Easily **unlock**, **add** to a Sales Engagement Platform **cadence** or **sequence** or your **CRM**, or **find** on LinkedIn following our AI recommendations



## Learn More

Combine filters and search to find accounts interesting to you

### Pro Tips

- See a webinar attended or form-fill activity? Prioritize these inbounds for quick wins!
- Search to see if accounts are researching your competitors

Our AI considers all intent signals, the persona map, and website visits to recommend the next best action

*\*Acquire actions will not appear if your organization has disabled contact unlocking or exporting*

Reach out to existing key people in your CRM

Unlock and acquire new key people

# 6sense SI Enterprise Dashboards Tip Sheet for AEs & BDRs

## Learn More

User Type: Select **BDR** or **Owner ID** (your org may differ)

If account is owned by AE, select **AE** and type **AE's name** instead

### Pro Tips

Filter by **User Type**, **Account**, **Location**, and **Other** fields

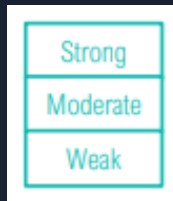
Search by **Account Type** to easily filter by "customer" or "prospect"

Sales managers can filter by **multiple team members** at once or even see **unassigned accounts** (enter your name)

Your team's 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)

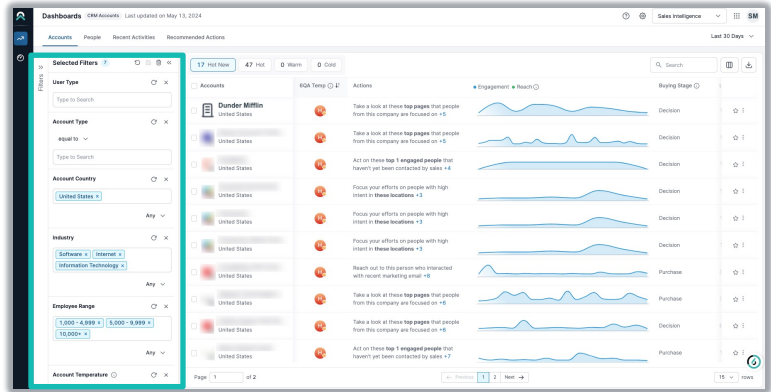


### Contact Profile Fit

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

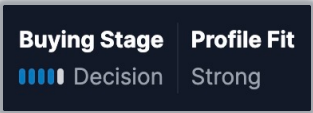
## A Not Seeing Your Accounts?

Expand the **Filters Menu** on the left and filter on your name



Selected filters remain in place across the dashboard  
Your CRM roles filter automatically to show your accounts

## B 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.

Focus on accounts in **Purchase** and **Decision** first!