6sense Sales Intelligence Enterprise Lite Tip Sheet for AEs

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
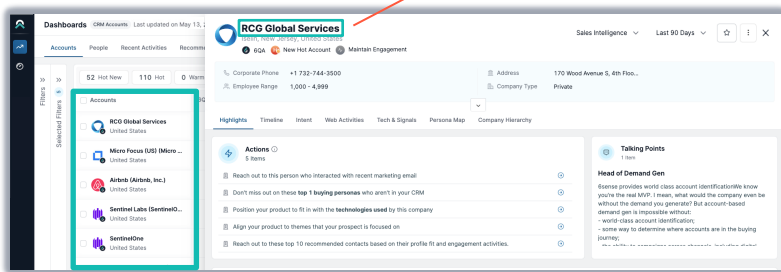
Work your key accounts already in motion

- Quickly access a Company from Search
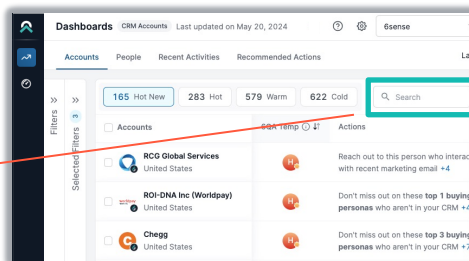
Timeline Tab

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

- Which **web pages** were visited, **events** registered, **keywords** researched, and by **whom**?
- Are key contacts generating a lot of activity?
- This account may be ready for a conversation right now!

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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)
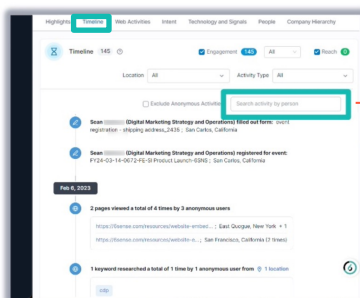- **H** Hot Account
- **W** Warm Account
- **C** Cold Account

Pro Tip

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

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(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**
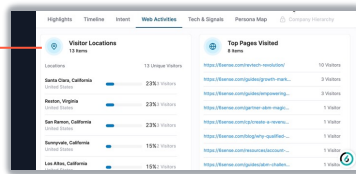
Intent Tab

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**
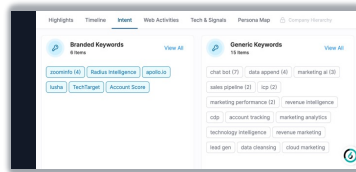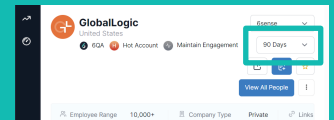

Technology and Signals Tab

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? What **pain points** can be **gleaned**?
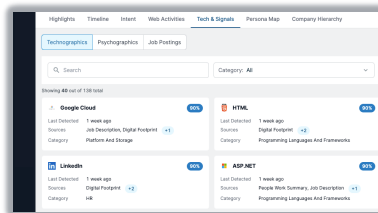
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Pro Tip
Filter on the last 7 to 180 days of activity

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 **LinkedIn Sales Navigator** to track down those possible **Website Visitors**

Contact Location is also available for **keyword** research activity

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6sense
KNOW EVERYTHING. DO ANYTHING.

③ Close more deals by reaching the right people

Key Contacts

- **Identify** location data from web activity and keyword research
- **Apply** filters like **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
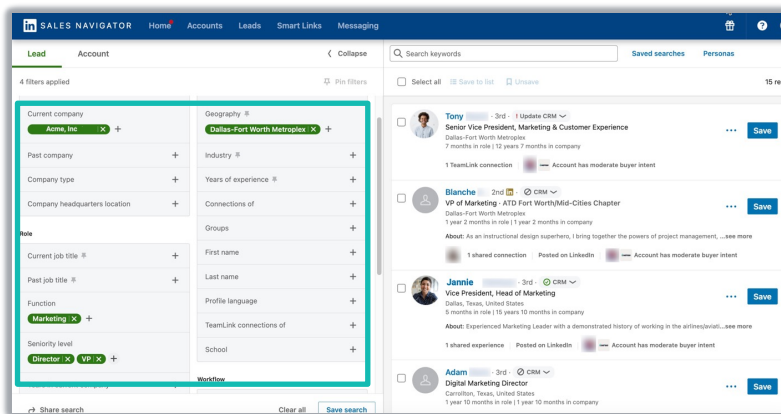
Now, strategize with your BDR to engage the entire buying committee. **Reach out and close those deals!**

④ Prospect Across Your Territory

Discover cross-sell opportunities across your territory

Learn More

Explore **Actions** you can take such as adding contacts to your CRM

Pro Tip

Use insights from their LinkedIn profile in combination with web activity or keyword research to craft messaging that will resonate

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Our AI considers all intent signals, the persona map, and website visits to suggest the **next best Recommended Action**
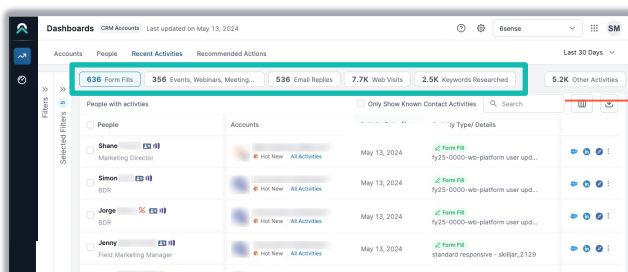
Search for high value **web pages** like demo or pricing pages and **keyword research** such as competitors or your brand

Prioritize these inbounds for quick wins!

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Uncover contacts trending up or down in engagement

- Has a **contact gone cold** after registering for a webinar or opening an email? Review account intel and use what you know about the contact to put out creative messaging that will resonate based on their goals or pain points
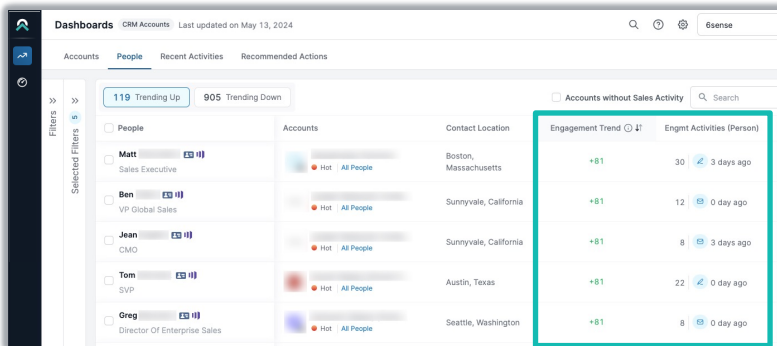
Explore **filtering** tools to find more accounts that may be bubbling up

See what the **last engagement** was: did they fill out a form, open an email or visit a webpage?

See CRM contacts to **reach** based on recommendation reason

- **Use Last Sales Activity** to determine if you've reached out at all
- Did they click on a webpage? Use context from the page to craft relevant messaging or send materials that'll resonate with them

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