

6sense Sales Intelligence Enterprise Lite

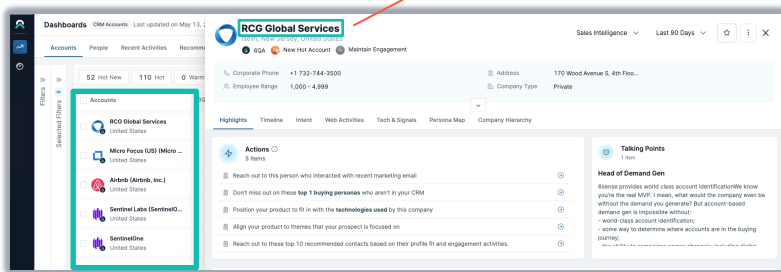
Tip Sheet for BDRs

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?



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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

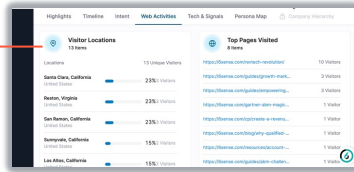
View all known and anonymous activity across the account from the **Highlights Tab** and **Timeline Tab**

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2 Personalize your Message

Web Activities Tab

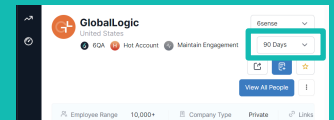
- See which account locations are visiting your website
- Use location to help find the people most engaged with your brand
- Discover which parts of your solution/product those visitors are most interested in



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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

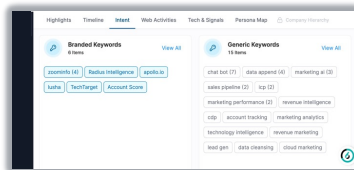
Use location data with LinkedIn Sales Navigator to track down those possible Website Visitors

Contact Location is also available for keyword research activity

Intent Tab

Resonate with more people by knowing what the account cares about

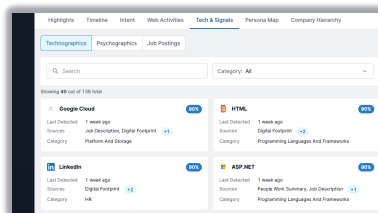
- Focus on **Keywords** that have been researched the most
- Leverage to create relevant and meaningful messaging



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?



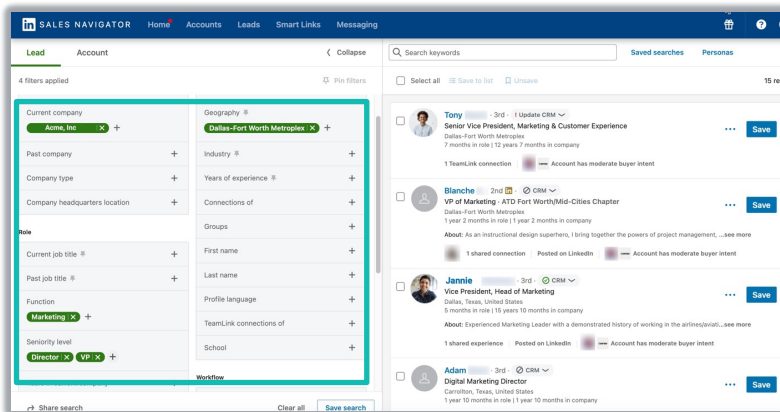
Combined with their Timeline Activities, what pain points can be gleaned?

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3 Reach the Right People

Key Contacts

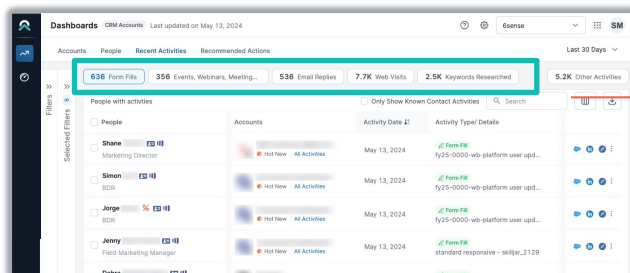
- Identify location data from web activity and keyword research
- Apply filters like location, job function, seniority to find key contacts that may be visiting your website or researching keywords
- Uncover open space where additional contacts should be acquired



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

4 Prospect Across Your Territory

Discover cross-sell opportunities across your territory



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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

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

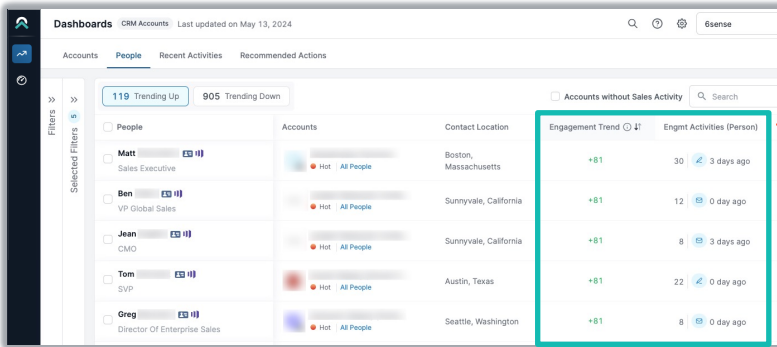
Prioritize these inbounds for quick wins!

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Tip Sheet for BDRs

Uncover contacts trending up or down in engagement

- Has a **contact gone cold** after registering for a webinar or opening an email? Leverage account intel and use what you know about the contact to re-engage them!



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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?

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

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

