

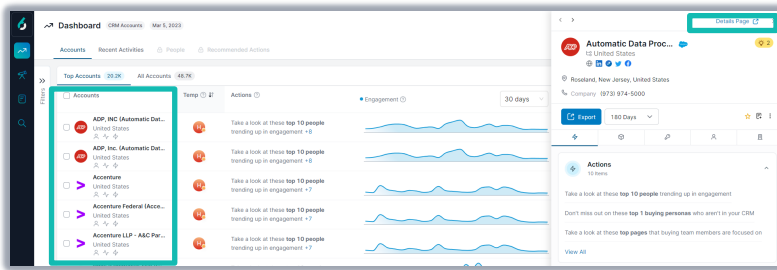
# 6sense Sales Intelligence Team & Growth Tip Sheet for BDRs within **Sales App**

## 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



## Learn More

### Hot Account?

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

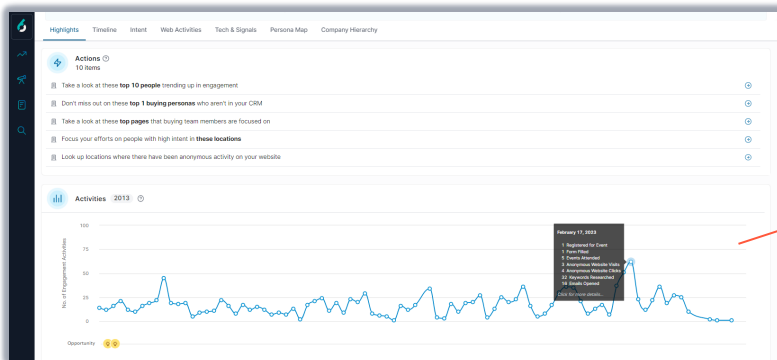
### Temperature

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

### Highlights Tab

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

- Which **web pages** were visited or **keywords\*** researched?



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

\* Requires Growth Subscription

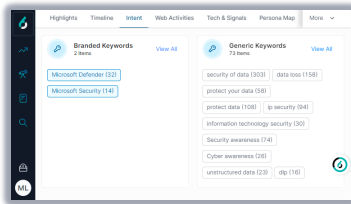
# 6sense Sales Intelligence Team & Growth Tip Sheet for BDRs within Sales App

## 2 Personalize your Message

### Intent Tab\*

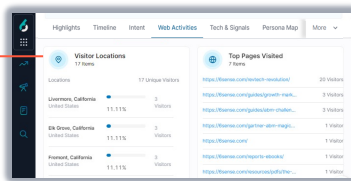
Resonate with more people by knowing what the account **cares about**

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



### Web Activities Tab

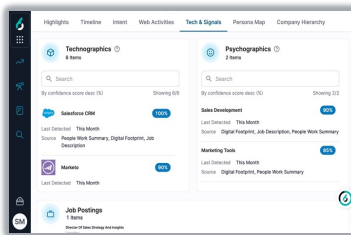
- **See** which account **locations** are visiting your website
- Use location to **help find** the exact **people** most engaged with your brand
- Discover which parts of your **solution/product** those visitors are most interested in



### Tech & Signals Tab

Gather more intel

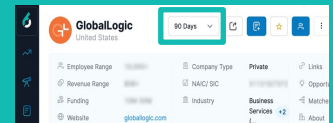
- **Technographics:**  
Is the account using complementary or a competitor's technology?
- **Psychographics:**  
What topics are they talking about on webpages and blogs?
- **Job Postings:**  
Are they growing? What roles are they're hiring for?  
What **pain points** can be gleaned?



## 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

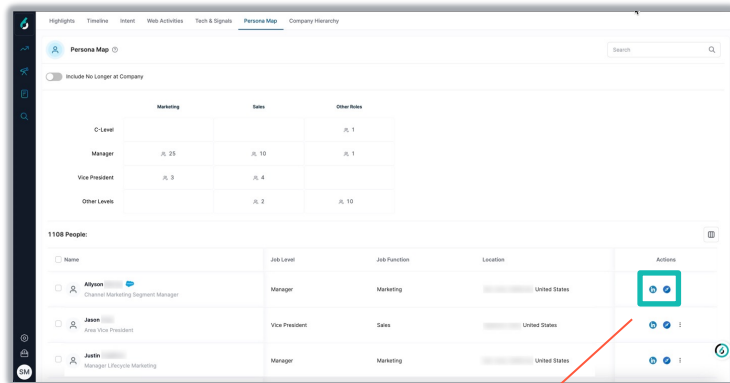
\* Requires Growth Subscription

# 6sense Sales Intelligence Team & Growth Tip Sheet for BDRs within **Sales App**

## 3 Reach the Right People

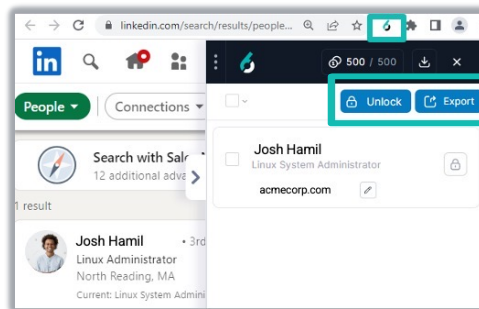
### Persona Map Tab

- See breadth and depth of **contact coverage**.
- Identify key **people** within an account to engage with
- Uncover **open space** where additional contacts should be **acquired**



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.



## Learn More

Explore **Actions** you can take

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

### Credits

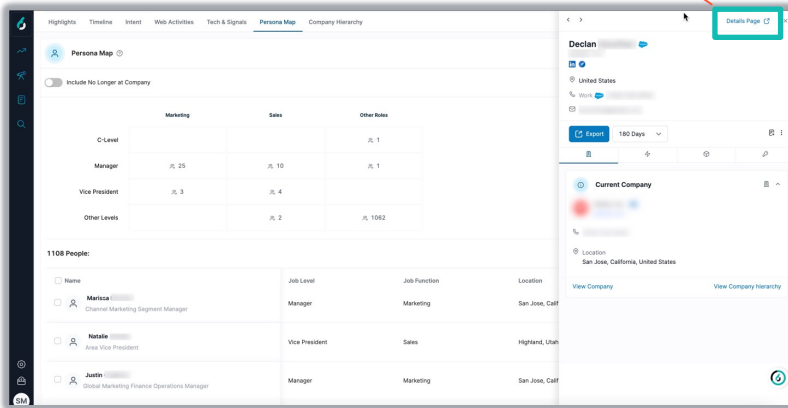
**Unlocked** contacts remain available to your entire organization for 12 months

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

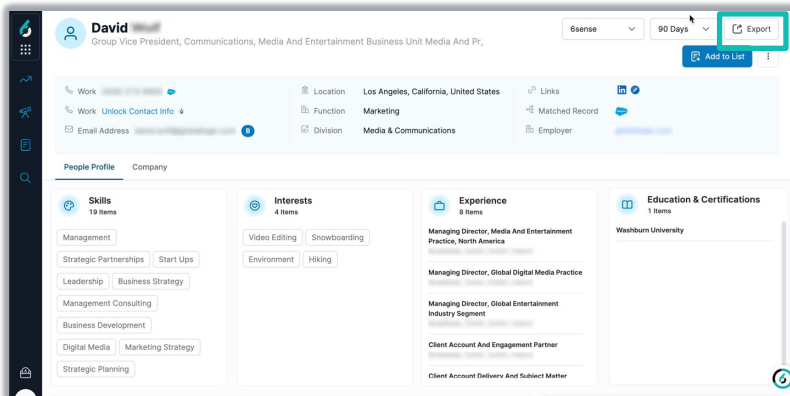
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Continue research from the Persona Map Tab

- Click on a person's name then click [Details Page](#)



- Explore more information such as skills, interests, experience, and education



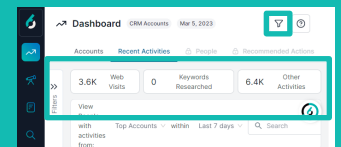
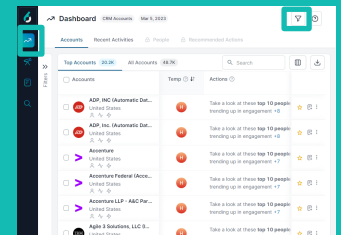
- Unlock contact information and [Export](#) into CRM or SEP

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

## Learn More

Further prospect across accounts.

Return to the **Dashboard** and explore filtering tools to find more accounts that may be bubbling up from the **Accounts** and **Recent Activities\*** tabs.



\* Requires Growth Subscription