/// XANT

THE SECRET TO
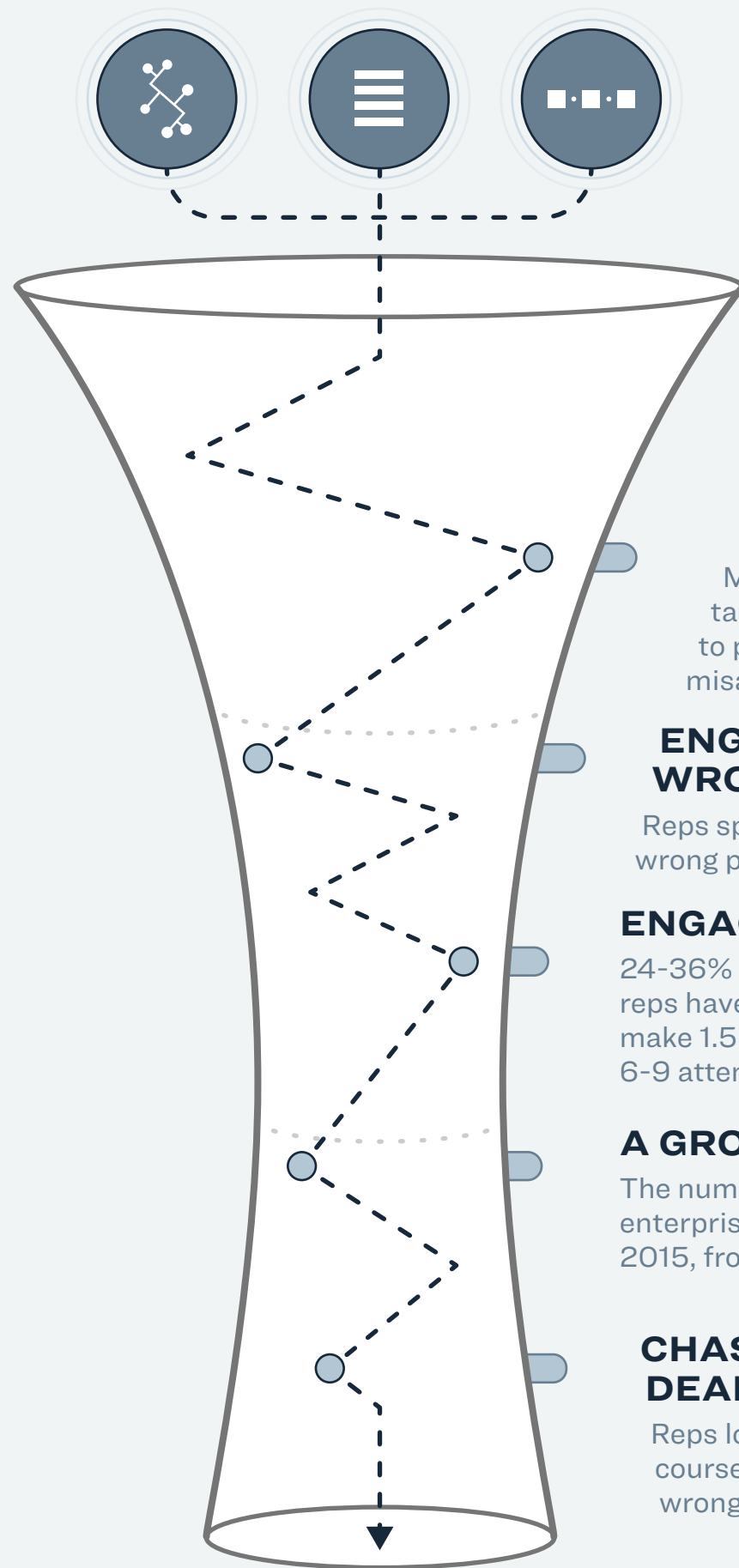# BUILDING QUALITY PIPELINE

CRM

Low CRM adoption and manual data entry produces incomplete and often inaccurate data. Even good data deteriorates by 24-36% annually.

ARTIFICIAL INTELLIGENCE

The predictive value of AI is only as good as the data machine learning models train on. Bad CRM data inputs decrease the accuracy of predictions.

CADENCE

Traditional cadence tools improve productivity, but often generally increase unwanted and untargeted outreach without solving the problem of bad data.

DISRUPTION TO BUYING

Modern buying is increasingly digital and includes larger groups of people who are better informed, harder to identify and more difficult to engage.

CHASING THE WRONG CUSTOMERS

Most teams struggle to define their ideal, or target, customers, let alone apply a strategy to pursue them. This leads to organizational misalignment and a lot of **wasted effort.**

ENGAGING THE WRONG PEOPLE

Reps spend **297%** more time chasing the wrong people and working the wrong deals

ENGAGING IN THE WRONG WAYS

24-36% of CRM data goes bad each year, but when reps have a strong lead with good data, they only make 1.5 attempts to contact vs a best practice of 6-9 attempts **for a 3X lift in connects.**

A GROWING BUYER GROUP

The number of influencers on a given enterprise deal has almost doubled since 2015, from **5.4 to almost 10 today.**

CHASING BAD DEALS AT A COST

Reps lose **$218,000** over the course of a year chasing the wrong deals.

BUYER INTELLIGENCE

Buyer Intelligence is an enhancement to AI using Collective Data. Playbooks, the modern sales engagement platform from XANT, captures the interactions and outcomes from a global network of buyers and sellers. Following enterprise protocols for data encryption and anonymization, it then harnesses that insight, enriching customer data and answering who to target and how and when to engage.

BUYER INTELLIGENCE

VERIFY
Email and phone verification

SMART SEND
Best time to send email

DATA APPEND
Appends enriched contact info

BUYER MAP
Recommend additional relevant people

CONTACTABILITY
Prioritize by likelihood to contact

PRIORITY SCORE
Prioritize by likelihood to convert or buy

TASK VALUE
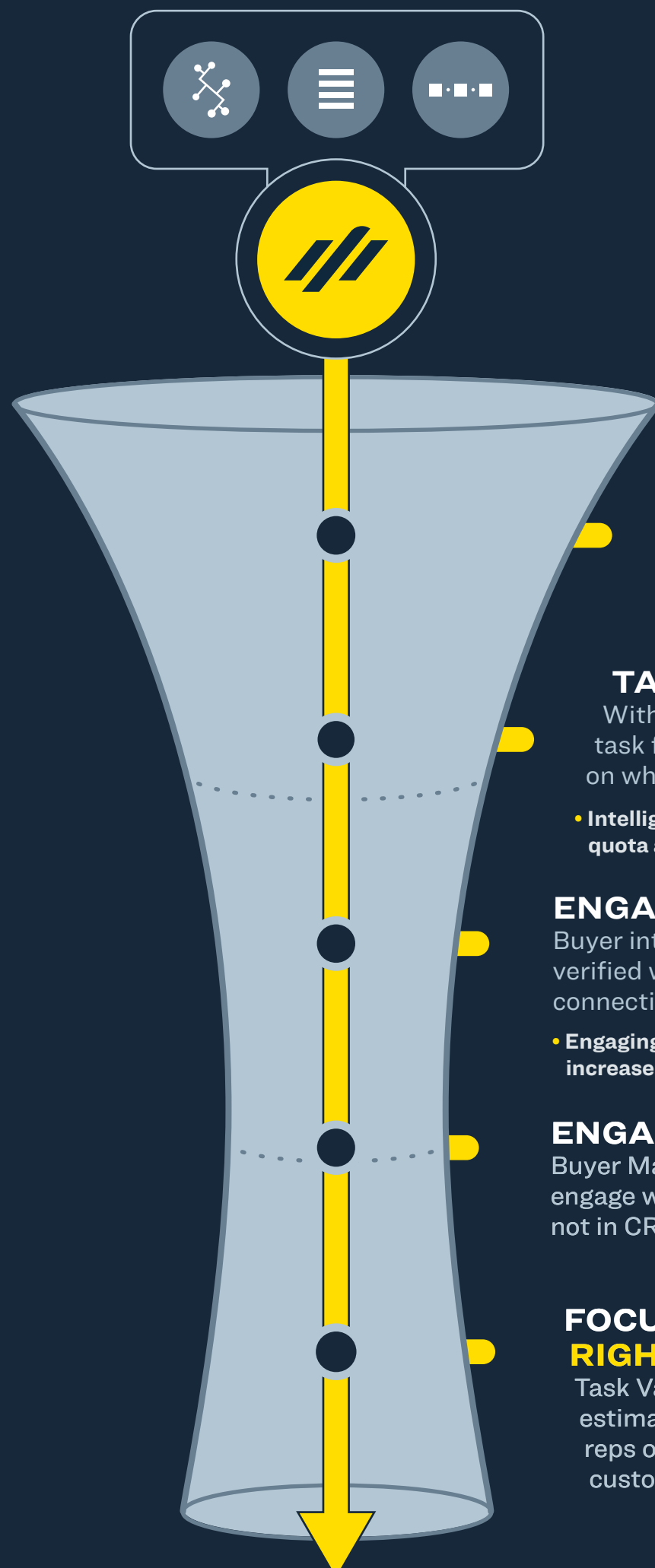Value of the next activity

BOUNCE PREVENTION
Prevents email bounces

MOBILE DETECTION
Detects direct dial information

BUYER HINTS
Best way to engage buyers

TARGET THE RIGHT CUSTOMERS

Using Collective Data, Playbooks scores the customers most likely to engage and buy.

• Your best customers convert **2.6x** better than your worst

TARGET THE RIGHT TASKS

With intelligent prioritization, custom sorts and task filters, you can structure each day to focus on what matters most.

• Intelligent prioritization can lead to a quota attainment increase of **78.6%**

ENGAGE MORE EFFECTIVELY

Buyer intelligence appends data, suggest better, verified ways to engage, and enables customer connection through phone, email, LinkedIn and SMS.

• Engaging in the right channel can increase connection rates by over **25%**

ENGAGE MORE INFLUENCERS

Buyer Maps recommends additional people to engage who may influence a deal, even if they're not in CRM.

FOCUS ON THE RIGHT NEXT STEPS

Task Value prioritizes sales activities by the estimated return on effort while Plays keeps reps organized all day across any number of customers and channels.

MODERN SALES ENGAGEMENT WITH BUYER INTELLIGENCE

SEE A DEMO

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