6sense Sales Intelligence

Empower your sales team with rich account insights from the 6sense Account Engagement Platform—delivered to reps within your CRM

The 6sense Account Engagement Platform is designed to help teams predictably grow revenue by identifying the most valuable accounts, uncovering deep insights, predicting the ideal times to pursue them, and then orchestrating engagement throughout each account's buying journey.

6sense Sales Intelligence drives sales and marketing alignment by giving sales reps access to all the account data and insights they need to engage the right buyers with the right message at the right time. With Sales Intelligence, reps can easily understand where accounts are on the buying journey, how and when they've engaged with your brand, which contacts are part of the buying center, what they care most about, and which actions they should take next to move the deal forward. And most importantly, the data is available in your CRM where reps spend the majority of their day.

6 Reasons Why High Performing Teams Chose Sales Intelligence

Align sales and marketing

Sales Intelligence gives AEs and BDRs easy access to the same 6sense data and insights your marketing team relies on, which helps your teams align on the accounts that matter most.

Prioritize the best accounts

With 6sense's in-market and ICP-fit predictions available within CRM, it's easy for sales reps to prioritize the best accounts to work.

Identify the buying team

Knowing your account's buying team is critical to closing the deal. Sales Intelligence enables reps to quickly identify the key contacts, see how engaged they are with your brand, and uncover white space where additional contacts should be acquired.

Engage at the right time

Sales Intelligence provides deep insights into account and contact engagement history, including a visual trendline of engagement activity, so reps know exactly when to reach out and what message is most likely to resonate.

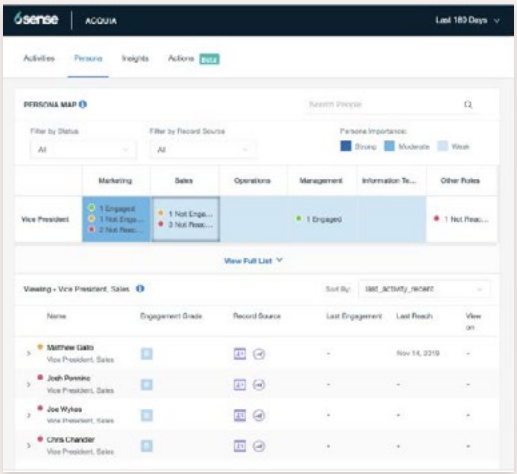
Make every conversation relevant

Sales Intelligence highlights the keywords that known and anonymous contacts are researching as well as the website pages they're visiting, the locations that are most active, and the campaigns they're engaging with so reps can create highly relevant messages.

Know how to engage

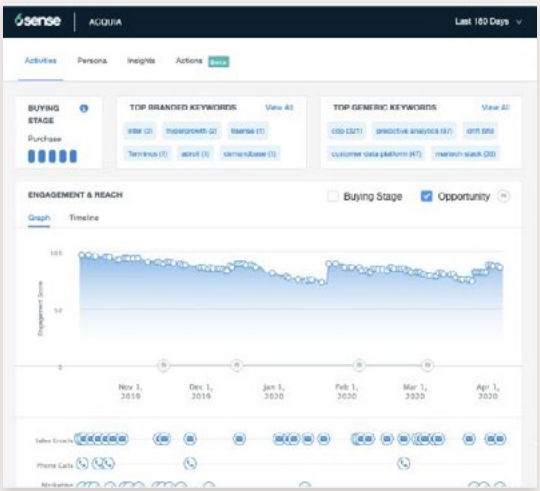
The Next Best Action feature in Sales Intelligence uses AI to give reps a prioritized list of recommended actions to engage the buying team within a target account, including which contacts to engage next, key talking points to use, and new contacts to acquire.

Get into Deals First with Sales Intelligence



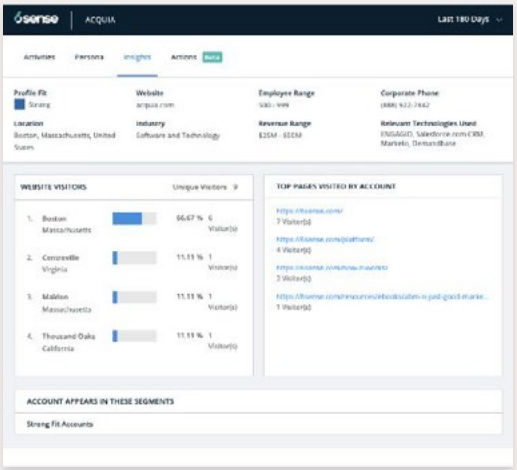
Persona Map

Identify the most important contacts within an account to engage, easily understand how engaged they are with your brand, and uncover white space where additional contacts should be acquired.



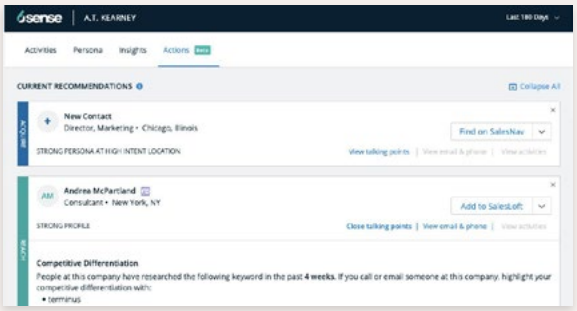
Activity Graph

View the trendline of account engagement, including details on known and anonymous intent signals, website visits, predicted in-market buying stage, and sales and marketing engagement activities.



Account Insights

Get quick access to account technographic and firmographic details from 6sense's patented Company Graph and see which account locations are most engaged with your brand.



Next Best Action

Take the guesswork out of account engagement with AI-based recommendations that help reps prioritize actions, reduce manual effort, and engage the right contacts at the right time with relevant messages.

About 6sense

The 6sense Account Engagement Platform helps B2B organizations achieve predictable revenue growth by putting the power of AI, big data, and machine learning behind every member of the revenue team. 6sense uncovers anonymous buying behavior, prioritizes accounts for sales and marketing, and enables them to engage resistant buying teams with personalized, multi-channel, multi-touch campaigns. 6sense helps revenue teams know everything they need to know about their buyers so they can easily do anything needed to generate more opportunities, increase deal size, get into opportunities sooner, and compete and win more often.