



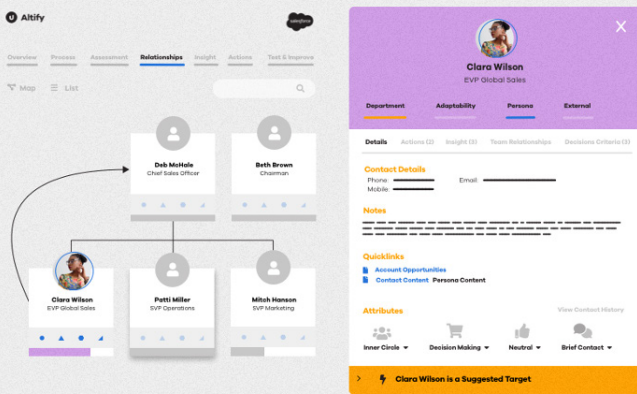
ALTIFY INSIGHTS

# Visualize buying teams and their business challenges

Elevate team collaboration and build customer intimacy by unleashing the power of Altify Insights – native in Salesforce.



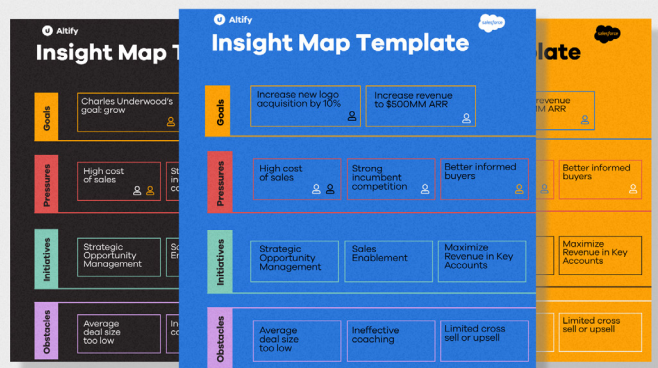
## Understanding who key players are and how you solve their challenges drives your revenue.



### Simple & Intuitive

Quickly visualize key players and influence to build winning relationship strategies.

- | Document buying role and support status
- | Identify influences and conflicts



### Buyer Focused

Prompt your sellers to ask the right questions with powerful out-of-the-box templates.

- | Refocus sellers on buyer needs
- | Align and verify customer goals

# Surface and visualize essential information intuitively and quickly

Don't be just another vendor. Altify Insights enables you to become a trusted advisor by helping you get inside each buyer's mind and capturing what motivates them.

## In-depth contact cards

- | Document buying role and support status
- | Add detailed context notes and attach links
- | Surface traits, roles, and motivations

## Lines of influence

- | Record contact's organizational and political positions
- | Identify influences and conflicts among the buying team
- | Identify leverage points and gaps

## Build, import, filter

- | Import existing contacts in Salesforce
- | Create new contacts
- | Filter contacts by attributes

## Team selling

- | Create contact specific actions with due dates
- | Connect contacts to buyer insights
- | Track relationship ownership within your org



## Guided discovery process

- | Framework for uncovering value with every conversation
- | Refocus sellers on buyer needs
- | Align and verify customer goals, initiatives, pressures and obstacles

## Organized details from prospecting to close and beyond

- | Track insights from the account level
- | Track insights from the opportunity level
- | Track insights throughout the customer lifecycle

## Solution mapping

- | Map solutions directly to insights
- | Create detailed context notes for meetings
- | Attach supporting resources

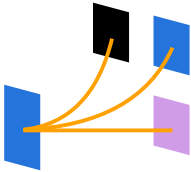
## Team selling

- | Share insight maps across the entire revenue team
- | Align all sellers to one process
- | Increase visibility and accountability



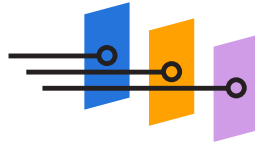
# Only Altify Insights unlocks the who & why

Demystify complex buying groups and gain insights into your buyers' business drivers.



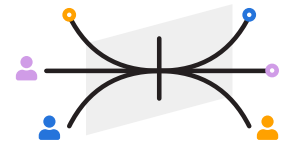
## Generate insights to focus on deals you can win

Identify key decision makers and business problems, enable greater visibility, and create strategic opportunity plans to guide sellers toward closing.



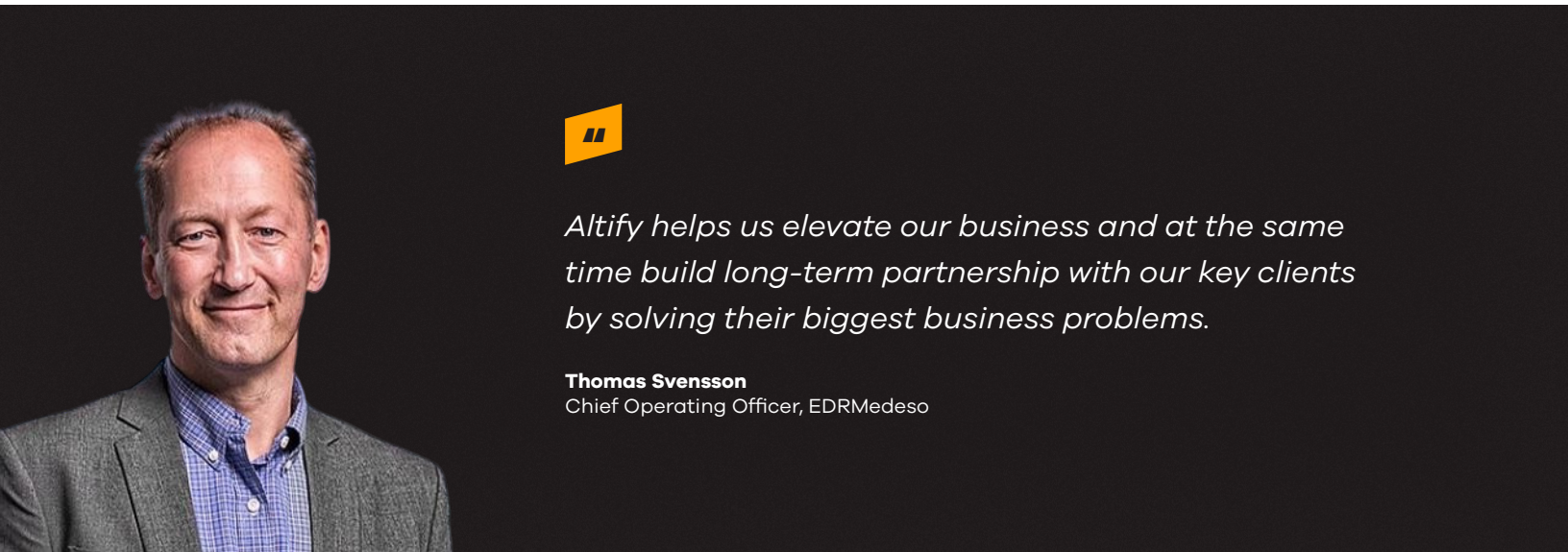
## Get Salesforce-native software for seamless value

Guide your sellers with contextual actions, insights, and best practices right within Salesforce.



## Align your extended revenue team

Unite sales, marketing, and customer success with a single customer view to enable better collaboration, uncover gaps, and grow revenue.



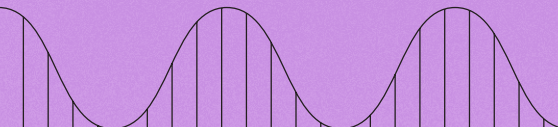
*Altify helps us elevate our business and at the same time build long-term partnership with our key clients by solving their biggest business problems.*

**Thomas Svensson**  
Chief Operating Officer, EDRMedeso

**6-10**

The typical buying group for a complex B2B purchase involves six to ten decision makers.

Source: Gartner 'Future of B2B Buying Journey'



**14%**

Most sellers report that they reach key stakeholders almost always - just 14\* of buyers agree.

Source: Altify 'Digital Sales Transformation' Book

**62%**

sales experiences frustrate buyers 62 of first sales meeting don't progress due to lack of perceived value.

Source: Altify CRO Benchmark Study





## Complement your sales tech stack with Altify's suite of Salesforce native solutions

Combine innovative technology with expert strategy and methodology for account planning, opportunity management, and more.

- **Sales Process Manager**
- **Opportunity Manager**
- **Account Manager**



Used by leading sales organizations around the world



GE Healthcare

LUMEN®



HEXAGON



## Ready to get things done?

Contact us to learn how Altify Insights can help you build trust and win more deals.

[Get in touch](#)

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