people.ai

Measure the Performance of Your Pipeline Engine

Empowering GTM Teams to Deliver Pipeline Creation, Coverage, and Conversion

More than 60% of the buyer journey is now conducted online[1]. Moreover, 63% of purchasing decisions now involve four or more people[2], who often serve different departments. This means sales teams have more people to convince in each account and opportunity – and less time to do it.

Go-to-market (GTM) teams are navigating the buyer and customer journey with little visibility into:

- Engagement levels at key accounts and personas, to better understand buying groups
- The adoption, compliance, and impact of their standardized sales qualification methodologies
- Stakeholder engagement – with champions, influencers, and detractors – on critical opportunities

To translate pipeline into *actual* revenue, GTM teams need unprecedented levels of operational efficiency, a healthy pipeline, and higher conversion rates. And that requires new levels of visibility to ensure the right accounts and the right personas – within the right opportunities – are being engaged as intended.

People.ai makes the unclear, clear so that your pipeline engine is running smoothly – and you can track and measure what works. We help ensure you put the right stakeholders at the center of every deal while empowering your reps to sell more, faster, so you can take the proven path to enterprise pipeline and revenue generation.

1. Salesforce, November 2020
2. Forrester, April 2021
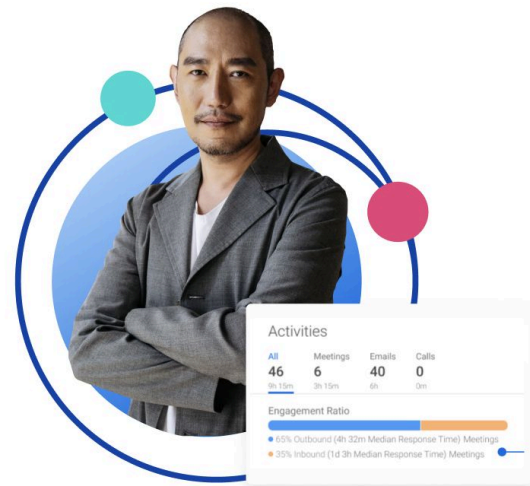
> " The People.ai team has been instrumental in helping us see the product's full potential and how it can impact our sellers' process throughout the buyer journey. For instance, we started off only thinking about automation, deal health, and opportunity tracking. We quickly learned there's so much more People.ai could do with Sales Solution and the evolution to supporting the entire revenue cycle."

Jonathan Gray
Senior Vice President, TTEC

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Harness the Power of AI-Driven Insights & People-Driven Sales Execution Tools

Named the #1 leader in Customer Revenue Optimization by G2, People.ai helps enterprises drive more revenue predictability by transforming the performance of their pipeline. As the only native Salesforce software that enables all GTM teams, customers can easily validate account and opportunity engagement where they already work – within their CRM system.

Validate engagement of key accounts and key personas within the accounts

Gain visibility into the activities, connections, and personas that drive pipeline. Have confidence that the personas and stakeholders your teams are engaging with have the potential to positively impact revenue.

Measure the execution of your standardized sales qualification methodology

Validate pipeline maturity through a measurable, operationalized sales qualification methodology. Correlate measurable scores with sales activity to ensure consistent, efficient processes and increase pipeline conversion.

Map and validate engagement with key stakeholders in an opportunity

Confirm that key stakeholders – defined by their buying roles (champion, detractor, etc.) – are present on opportunities. Visualize stakeholders on maps and monitor engagement scores for the best outcome possible.

About People.ai

People.ai is the leader in guiding enterprise sales teams on the proven path to pipeline and revenue generation. The People.ai enterprise revenue intelligence platform ensures organizations speed up complex sales cycles by engaging the right people in the right accounts. Through our patented AI technology, People.ai enables sales teams to clearly see whom to engage within each of their accounts and exactly what to do to deliver the highest yielding deals. Enterprises such as AppDynamics, DataRobot, Okta, and Zoom know that people buy from people, that's why people buy from People.ai.