Chart Your Course to Sales Success with Relationship Maps and other CRM-Native Capabilities

We can all agree to disagree on what makes a seller successful. But one thing that never works in sales? Wasting time. Time that could be spent engaging key accounts, building relationships, and producing revenue.

As the adage goes, "time is of the essence" and your sales teams need every second of it to navigate buying groups and close contracts. According to Gartner, the typical purchase for a complex B2B solution involves six to 10 decision makers, each armed with four or five pieces of information they've gathered independently[1].

Unfortunately, a prime example of a sales time-waster is a tool that's supposed to help reps stay on top of these large buying groups – org charts.

Think about it – new buying contacts come and go all the time. People get promoted, champions change jobs, and second or third (or maybe even tenth) opinions on a purchase are brought in, often at the eleventh hour. In other words – org charts can go stale quickly. Calling upon the wrong contact is a great way to get blocked by a gatekeeper. Email often just gets undelivered or ignored.

Of course, maintaining traditional org charts is just one of many time-wasters for sellers. Another drag? Manually entering data into CRM, which eats up to a quarter of a seller's time each week.

Factor in other administrative work, prepping for meetings, internal trainings and, when all is said and done, reps spend only 27% of their time[2] doing what you hired them to do – sell. That means limited time to identify the right buyers, develop relationships, build pipeline, and close.

Fortunately, many organizations are turning to AI and automation to reduce manual tasks while giving reps, managers, and sales leaders better visibility into the right people they should be engaging to win bigger deals and shorten sales cycles.

Navigate your way to higher win rates and more revenue by completing this checklist:

- [ ] **Power your CRM with better data**, providing leadership with better visibility to act if deal risk is imminent.
- [ ] **Easily map and maintain profiles on every contact in your accounts** and opportunity buying groups, helping sellers go high and wide into accounts to keep deals on track.
- [ ] **Pinpoint how well key stakeholders are engaged** (e.g., champions and economic buyers) and plot out next steps to shorten sales cycles.

1. Gartner, "The B2B Buying Journey"
2. LinkedIn, "Global State of Sales Report 2022, US and Canada Edition"

AI-powered automation and CRM-native sales tools help pave a clear path to revenue

People.ai amplifies the work your reps are already doing by capturing sales activities, adding new contacts, constantly enriching those profiles, and dynamically building relationship maps to pinpoint spheres of buying influence. Better yet, most of this vital buyer intelligence is captured automatically and placed where reps already work – you CRM. Equipped with these insights, reps can spend more time engaging the right stakeholders and closing deals. It's like a navigation system that makes uncannily accurate predictions about the right turns to make and upcoming obstacles to avoid – freeing reps to explore, land, and close new opportunities, faster.

Automated Activity Capture & Contact Creation
People.ai automatically captures all go-to-market engagements such as emails, calls, and calendar invites and maps those details to the right account, contact, and opportunity record in your CRM. New contacts your reps engage are also created automatically, providing sellers and managers a real-time, up-to-date view of activities and planned next steps to execute against open opportunities with laser-like precision.

Relationship Maps
These fully reportable visual maps give reps and sales leaders the ability to track all stakeholder engagement throughout the sales cycle. Armed with these insights, reps and extended sales teams can identify gaps in the customer's buying group, spot low engagement with key personas, and strategically plot next steps to de-risk deals and ensure a faster path to close.

Engagement Levels
Instantly understand which key stakeholders require more engagement to help accelerate and close deals using a dynamic, AI-driven score (from 1-100).

Stakeholder Insights
Access in-depth details on your most influential buyers in one quick-and-easy visual. People.ai will automatically surface engagement levels, engagement trends, upcoming activities, past engagements, and other key connections within your prospect's or customer's organization.

How a cybersecurity industry pioneer uses People.ai to drive more revenue and maintain a more predictable pipeline

"With People.ai we're able to see who we've talked to, who's missing, who's engaged, who's not. That's a big value driver for me and my team."

-Regional Sales Manager

By using People.ai to identify more key accounts and to resurface "stuck pipeline" deals, this customer experienced:

34% increase in key accounts engaged

33,000 new opportunity contacts captured in their CRM

Chart your course to a healthier pipeline and bottom-line

Explore how AI-powered, CRM-native sales solutions can guide your team to revenue growth by identifying and validating engagement with your most important buyers. Learn more by downloading our workbook or requesting a demo.