HG Insights

DATASHEET

Sales Copilot

Ranks your accounts, then tells each rep what to do next based on what you sell, who buys it, and why.

The problem this solves

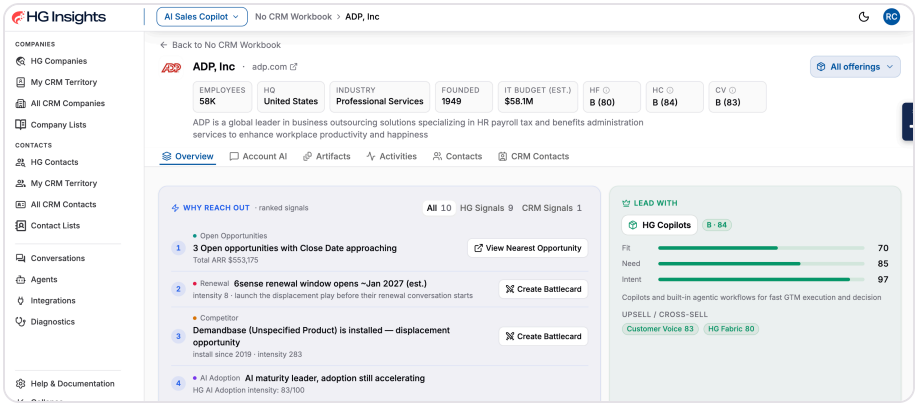
A sales rep starts each day with a CRM full of accounts and no clear answer on who to call, or what to say. They have data and a scoring dashboard, but nothing ties it to their actual motion: the product they pitch, the buyer they target, the competitor they displace.

For teams with multiple products, this compounds. Every rep gets the same generic brief, and AI tools produce generic output because they don't know what the company sells or who it sells to. Sales Copilot closes that gap with Contextual Intelligence, run through your own products, ICPs, and buying personas.

What changes

Sales Copilot changes what each part of the go-to-market team does with the same account data:

- Reps open a ranked account list where every account shows which product to lead with and why, cited to sources.
- Picking a Play narrows the view to the right audience and surfaces the actions already wired for that motion: Sales Copilot then generates a brief, drafts an email, finds the right contacts.
- RevOps configures offerings, ICPs, and scoring models once, and every account view, play, and AI response updates automatically.
- New reps land in a system that already knows the ICP and the motion, so prep is consistent across the team.
- Sales leaders track every play as a named hypothesis, with outcomes feeding back into what the team learns.



Solves for

- Picking accounts by gut instead of what's actually happening in the account
- Writing briefs from scratch and re-researching context gathered last week
- Every rep getting the same generic brief regardless of the product they're pitching
- Generic AI output with no knowledge of what the company sells or who it sells to
- Prep quality that depends on one rep's tenure instead of what the team configured

What improves

- **Faster account prep**
  Reps start from a ranked, product-specific list instead of building one from scratch
- **Consistent messaging**
  Every play runs from the same configured offerings and ICP, not one rep's interpretation
- **Faster ramp**
  New reps inherit the team's configured context on day one
- **Compounding execution**
  Outcomes from every play feed back into sharpening the next one

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How it works

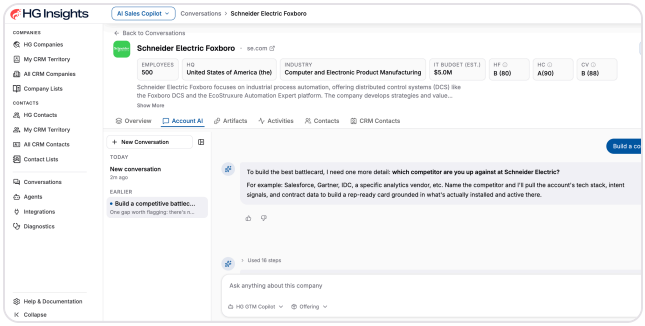
1. Start from an ICP-matched list

Companies are filtered against your ICP first, then scored against your offerings so reps know which product to lead with.



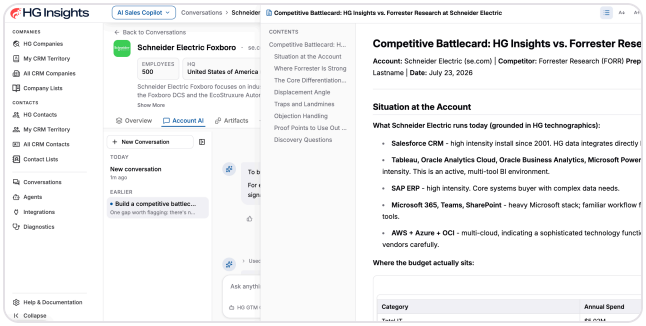
2. Ask Account AI to run the play

Tell Account AI what you need (a battlecard, a brief, an email); it pulls live account and competitor context first and asks for anything missing.



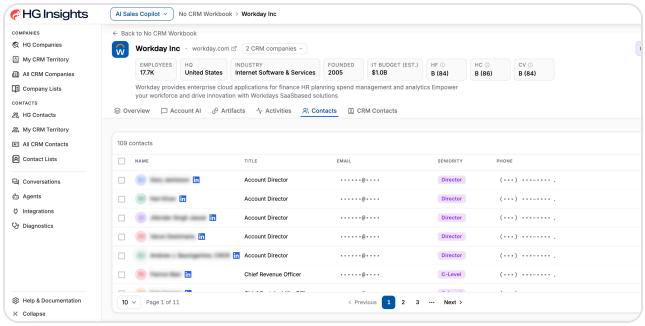
3. Review the finished artifact

Every output saves to the account's Artifacts tab, versioned and attributed, so the rep reviews and approves instead of starting from scratch.



4. Find the right contacts

Contacts are searchable by seniority, department, and title, and saved straight into a workbook for outreach.



Core capabilities

Contextual Intelligence

Scoped to what you sell and to whom.

Plays

Motions like displacement or expansion, wired to action.

Account AI

Drafts briefs, emails, and battlecards from live account context.

Product-aware ranking

Shows which offering to lead with, and why.

Centralized configuration

Set once, propagated everywhere.

About HG Insights HG Insights delivers Contextual Intelligence for Agentic GTM Revenue, giving teams and AI agents a complete, connected, trusted view of markets, accounts, and buyers. The platform unifies technology, spend, intent, account hierarchies, buying centers, competitors, contacts, and change over time into decision-ready, agent-activated intelligence. It helps companies prioritize, engage, win, and expand the right accounts to accelerate pipeline and revenue at scale. HG Insights grounds the GTM decisions that drive over $1.5 trillion in revenue across Fortune 500 Technology companies.

See how Sales Copilot turns a ranked account list into your reps' next best action.

SCHEDULE A DEMO

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