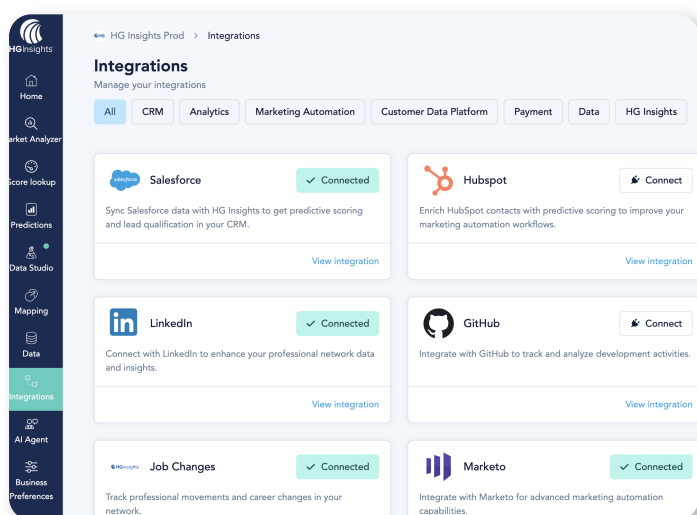# AI-Driven Sales Plays

Boost sales effectiveness with AI-automated scoring, personalized playbooks, outbound sequencing, and engagement—streamlining account research and outreach with intelligent signal-based automation.

Overview

Automated sales plays enable B2B marketers to scale outreach, reduce manual effort, and ensure timely, precise engagement. This helps drive higher productivity, consistent follow-ups, and accelerated pipeline growth.

The solution delivers prioritized lead lists, recommended outreach actions, customizable playbooks, and signal-triggered personalized engagements… all integrated within CRM systems. These outputs empower sales teams to target

Impact

Sales and marketing professionals struggle with repetitive manual work, stalled pipeline progress, and the inability to consistently nurture and qualify large volumes of leads across dynamic addressable markets.

WIth HG Insights, you can:

- Automate lead prioritization and outreach actions for greater productivity.

- Improve engagement rates through personalized, relevant messaging.

- Activate reliable, real-time insights from integrated buyer signals.

- Reduce time and errors in data management and campaign execution.

Solves For:

- Manual tasks that slow-down teams.

- Inconsistent follow-ups and missed opportunities.

- Difficulty scaling outreach to large groups of prospects.

- Low-quality leads and ineffective engagement.

KPIs

- **Reduced sales cycle time.**

- **Lower cost-of-sales through automation.**

- **Increased sales-qualified leads and conversion rates.**

- **Improved CRM data reliability.**

AI-Driven Sales Plays: How It Works

Step 1: Connect & Sync Your GTM Systems

- Connect your CRM to allow the platform to ingest each rep's book of business (accounts + contacts).

- Connect other sources (e.g. website activity tracking, and optional channels like LinkedIn engagement) to enable enhanced scoring.
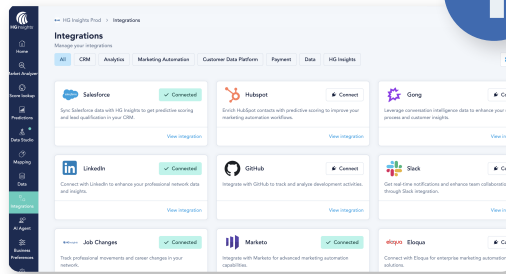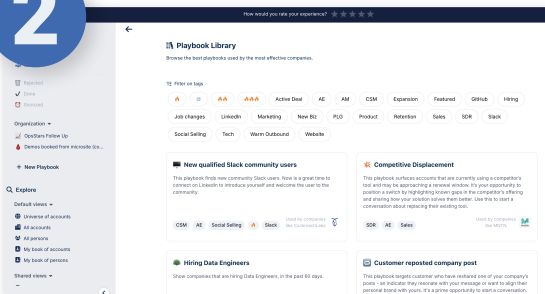

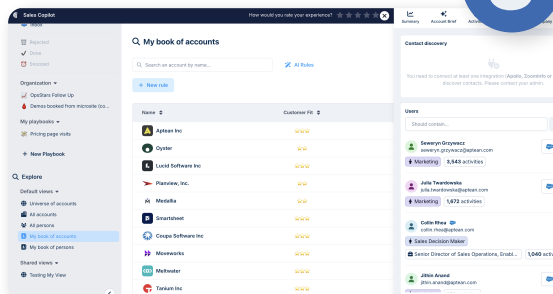
Step 2: Onboard & Calibrate Playbooks

- During onboarding, the platform analyzes the context of the customer to auto-suggest playbooks.

- Admin tailors alert logic and playbook triggers based on strategy (ICP, stages, website actions, content engagement).

Step 3: Review Alerts & Recommended Actions

- Each morning, reps log in to see new signals across their book.

- For each alert, the Sales Copilot surfaces the person, the signals associated with them, and any message to send.

- The rep takes action by enrolling the prospect into the recommended sequence.

Let's explore how HG Insights can accelerate your AI-driven sales plays - schedule a custom demo.

Core Capabilities

AI-Powered Lead Scoring: Analyzes multiple data types to rank prospects by conversion likelihood, focusing reps on high-value opportunities.

Real-Time Data Enrichment: Automatically brings current demographic, firmographic, and behavioral data into prospect workflows for smarter outreach.

Dynamic Workflow Automation: Launches tailored, multi-step messaging across channels based on prospect signals, reducing manual intervention.

Native CRM and Sales Tool Integrations: Synchronizes prioritized leads, activities, and next steps with platforms like Salesforce to streamline work.

Segmentation and Messaging: Supports unique campaign logic and outreach tailored by buyer journey stage and predictive insights for each segment.

HG Insights Revenue Growth Intelligence

HG Insights delivers AI-powered Revenue Growth Intelligence (RGI) solutions that modernize GTM strategy and activation, enabling teams to efficiently prioritize, engage, and capture the most promising opportunities. Our Platform's AI analytics and agents turn deep, AI-driven market, account, technology, spend, and buyer-intent data, and first-party data, into actionable insights and automated workflows that drive pipeline velocity, conversion and predictability. Our intent-based leads and voice-of-the-customer verified content increase demand and strengthen brand trust. That's why 95% of Fortune 1000 B2B tech companies and all major hyperscalers rely on HG Insights to grow revenue, improve retention, and boost efficiency.retention, and boost efficiency.

HG Insights

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