VAINU

SALES TOOLS

142 vendors in 12 categories
every B2B sales and marketing professional should know

Introduction

It's dead simple. Salespeople can't escape technology. It reduces manual tasks, improves performance, and overall, helps you close more deals. Simply put, salespeople who use technology outperform their peers.

Sales intuition and gut feeling belong to the past. The modern salesperson trusts technology to understand which prospects are most likely to be successful with their product or service, when to reach out to those prospects, and what they should be talking about with them. With the right tools at hand, salespeople save time on tedious and time-consuming administrative tasks and can focus on what matters the most: providing value for people and businesses.

There's no denying sales technology improves your process. The question is, which are the right tools for your business?

Having and using the right software is essential to achieving success in sales. More than ever, an organization's success hinges on how quickly and effectively they adopt sales technology. But with so many choices out there, building a robust sales tech stack for your business can be overwhelming.

New sales tools enter the market every day, all promising to help salespeople be more efficient and better at their jobs—the options are endless. In short, the possible winnings for salespeople who tap into the power of sales technology are great, but the sheer number of choices is straight up intimidating.

Every year, we test and try these tools. And every year, we publish our findings. In this eBook, we've listed 142 B2B sales tools that we think stand out from the crowd.

To make the list easier to consume, we've divided it into twelve categories.

In this edition, we've added a new category: Generative AI. 2023 saw a boom of new entries to this category and we've carefully selected the ones that stand out.

Before getting into the list, we're dedicating a few pages to go through the most important considerations when investing in sales technology—a refresher of what to look for when building your sales tech stack.

We hope you enjoy the read!

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How to choose your sales tech stack

Not long ago, a salesperson would get by with just a phone and the yellow pages. Now, the average sales rep uses a dozen apps and tools every single day. Digital tools and systems have drastically transformed sales and marketing during the past decades. With the right technologies in its arsenal, a company may flourish, whereas inadequate tools will leave any company stranded with lengthy and expensive contracts that bog down the entire business. More than ever, choosing the right tools and technologies can make all the difference.

CRM systems, marketing automation platforms, even chatbots, are becoming common practice for many sales organizations. Because these tools solve specific problems, oftentimes, businesses plan and invest in each of these areas separately. This leads to a disconnected sales tech stack that serves the needs and goals of individual departments, rather than the business as a whole.

> The key to choosing the right tools is collaboration and cooperation between different departments to identify common needs and make improvements in the most impactful areas.

Simply adding tools will not make your teams more productive or drive faster growth. Instead, the companies that have adopted a digital and data-driven mindset into their core activities are already building more holistic sales and marketing tech stacks and architectures. Cross-functional ways of working and shared tools and technologies are the new black.

However, with over a 1000 vendors in the space and more being added daily, building your tech stack can quickly become an overwhelming exercise. The key to choosing the right tools is collaboration and cooperation between different departments to identify common needs and make improvements in the most impactful areas. Start by identifying your most pressing pain point. If your salespeople don't have enough quality leads to work, you need to set out to look for a solution that addresses this problem: a marketing automation tool streamlining your lead generation, and a sales intelligence tool to skyrocket your sales prospecting.

We recommend you build your tech stack gradually, measuring every single tool for return on investment. In the long run, a robust sales and marketing architecture that spans all areas of the organization

will be a significant investment. Use reliable data to test and validate early investments.

Focus on key integrations

When building your tech stack—no matter how complex—it is essential to plan tight integrations between systems and tools. The average salesperson logs into a dozen sales tools every day. Thus, automation and integrations are essential to boost productivity.

Successful integrations guarantee you can develop a data-driven approach to sales.

Data-driven sales is an approach to sales.

The sales process requires and generates plenty of data, but often this data is stored in different systems. A CRM collects internal operation data (what are the outcomes of your calls and meetings?),

whereas a marketing automation platform accumulates behavioral data (how did your leads engage with your content?). Plus, a sales intelligence tool adds external company data (what are the characteristics of your prospects?). For seamless alignment, the different tools should "talk" to each other, so data can automatically be synced between systems.

With data seamlessly flowing between systems, all teams have a complete picture of the whole sales process. Only then you can feed back the insights data generates into the process to analyze, iterate, and improve.

When building your tech stack—no matter how complex—it is essential to plan tight integrations between systems and tools.

CRM
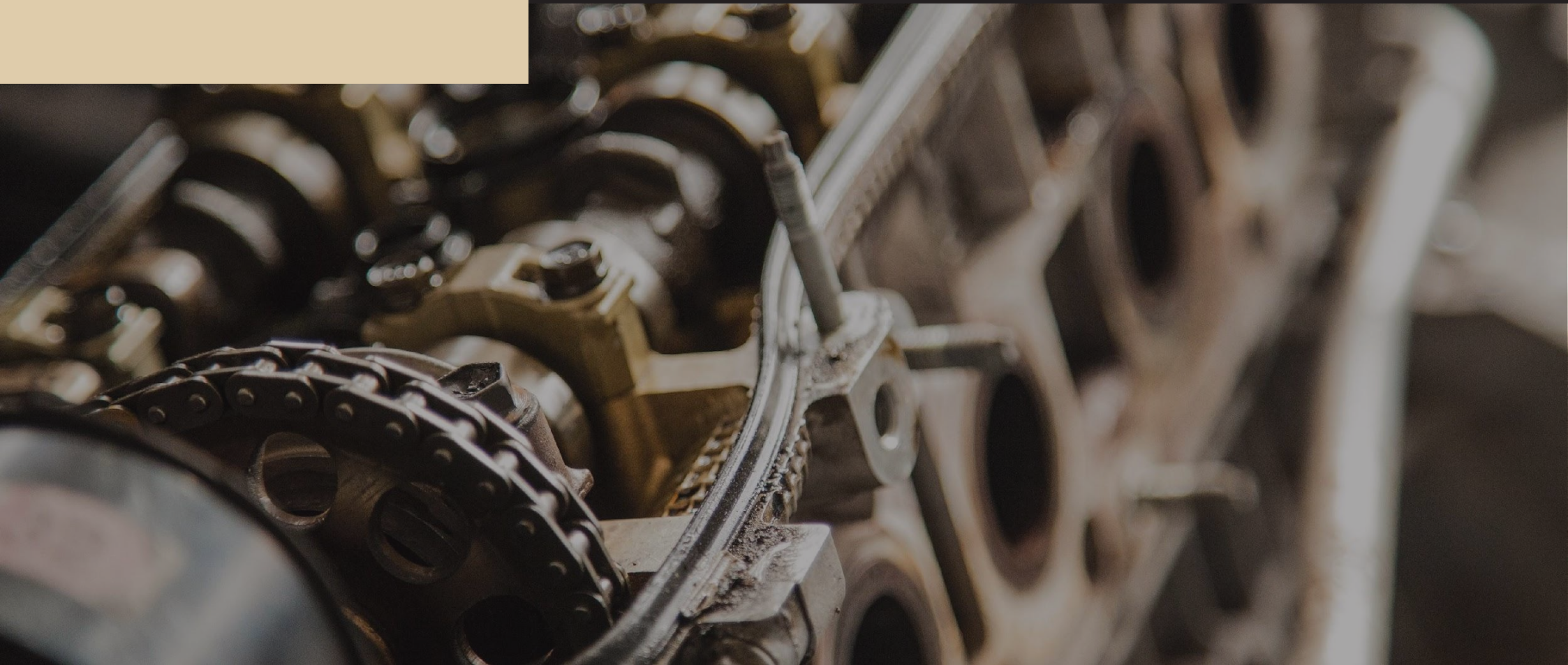
CRM

As the name suggests, a customer relationship management (CRM) is a platform for managing relationships with your customers. The software helps you keep track of existing customers, enhance customer relationships, improve customer retention, stay on top of sales and marketing efforts, automate communication.

But there's much more.

First designed to manage customer relations, CRMs have matured into incredibly complex systems with countless features designed to help companies and salespeople track and optimize their entire sales process. Their most common features nowadays include anything from data management to advanced lead scoring and automating repetitive tasks.

As a result, CRM systems have grown to be fully-fledged ecosystems, acting now as the backbone of any sales organization. Each of these ecosystems favors a set of tools and technologies, which may integrate more seamlessly than others. Consider this when selecting your CRM.

A company's first investment

For most companies, a CRM is the first and usually the most extensive investment they make in terms of sales technology. It has become so popular that 91 percent of companies over 11 employees utilize CRM software according to BuyerZone.

Today, most CRM solutions are SaaS platforms where you pay on a per-user, per-month basis. On-premise installations are seldom needed, as users can access most CRMs online in their internet browser. Some vendors charge a flat monthly fee for

a set number of users, but require larger packages or extra fees for additional users.

There's a lot to think about when choosing your organization's CRM software. On the one hand, there are large vendors, such as Salesforce and Microsoft Dynamics, attempting to build ecosystems incorporating app marketplaces. On the other hand, there are some strong players in local markets designed for small and medium enterprises.

To make the choice a little easier, we've listed fourteen vendors we've identified as strong.

CRM

Capsule

Capsule CRM

Capsule is a cloud-based CRM system, offering mobile functionality through both iOS and Android applications, which effectively allows individuals, small businesses, and sales teams to manage their contacts and sales from anywhere.

capsulecrm.com

Dynamics 365

Dynamics 365

Dynamics 365 is a cloud-based enterprise resource planning and CRM system. Built by Microsoft for maximum flexibility and extensibility, it features a strong ecosystem and caters both small and medium-sized enterprises and large organizations.

dynamics.microsoft.com

monday.com

Monday.com

Monday.com prides itself on not just being a CRM system but an all-in-one operating system instead. Through its easy-to-use platform, monday.com offers businesses anything they could want in a workspace, be it project management, task management, or analytics.

monday.com

freshsales

Freshsales CRM

A full-fledged CRM software, offering lead scoring, built-in phone, email, and activity capture. Freshsales automatically enriches your leads, contacts, and accounts with their social and publicly listed information to save you the trouble of manually finding and entering the same information.

freshworks.com

CRM

HubSpot

HubSpot has established itself as an innovator in the sales and marketing scene. Its free CRM tracks customer interactions automatically–whether they're in an email, across social media, or ona call. Sync with Gmail or Outlook, and capture every call, email, or meeting as it happens.

hubspot.com/products/crm

Pipedrive

Pipedrive offers very competitive pricing and a smooth user experience. The primary view is Pipeline, a clear visual interface that prompts you to take action, remain organized, and stay in control of a complex sales process.

pipedrive.com

Membrain

Labelled as a sales enablement CRM, Membrain focuses on making it easier for sales teams to execute their process, coach better, and continually improve. The platform can work along with a traditional CRM or replace it entirely.

membrain.com

Zoho CRM

With its cloud-based, integrated platform, Zoho CRM allows your sales team to spend more time selling instead of entering data with the help of workflow automation, lead scoring, real-time notifications and built-in gamification.

zoho.com

CRM

Salesforce

Salesforce is the most popular and often also the most expensive customer relation management solution in the world. Salesforce is more than just a CRM, it's an ecosystem with powerful App marketplace and almost unlimited number of integration options.

salesforce.com

Close CRM

Close designed specifically for sales teams, offering fast setup and a range of customization options to fit various business needs. It integrates multiple sales communication tools like calling, SMS, Zoom, and email within its system, facilitating all-in-one selling and team collaboration.

close.com

In a nutshell

With over 1500 vendors, the CRM space is crowded. Often the first investment into sales technology, choosing the right platform is a critical decision.

Sales technology is rapidly changing and CRMs are gaining new features by adding integrations with other apps and platforms. Make sure you pick one CRM that won't limit you down the road. Potential integrations are as important as the features of the CRM.

A CRM, however, isn't worth much without fresh, reliable data in it. Look into feeding real-time company data into your CRM to enrich and expand your database. Plugging Vainu into your CRM ensures your CRM is up to date with powerful company information that makes your salespeople more productive.

CRM: BONUS - STRONG PLAYERS IN THE NORDICS

Lime

Swedish Lime CRM contains everything users need for a simpler everyday life: contacts, history, to-do lists, case management, deals, and marketing activities.

lime-crm.se

Upsales

Swedish Upsales has developed a powerful all-in-one CRM and marketing automation software. Users get access to the information they need anytime and anywhere, with real-time notifications to keep them up-to-date when a new lead (or sale) comes in.

upsales.com

WebCRM

Danish WebCRM is a configurable, easy-to-use and highly secure cloud-based CRM system. It enables proactive account management and marketing—and through simplicity and clarity it leads to easier and faster results.

webcrm.com

SuperOffice CRM

Norwegian SuperOffice CRM ties all sales, marketing and customer service activities into a single, digital profile. A suite of integrated applications that give users customizable tools to boost productivity, improve customer relationships and help deliver information quickly to those who need it.

superoffice.com

02

Sales Intelligence and Prospecting

| SALES INTELLIGENCE AND PROSPECTING

The sales intelligence vertical is still young and relatively undefined. This makes it far from easy for first-time buyers to compare sales intelligence solutions and decide which one is right for their business.

In a broad sense, sales intelligence refers to a wide range of technologies that help salespeople find, monitor, and understand information on prospects' and existing clients' daily business.

Sales intelligence helps salespeople know precisely who they should be talking with, what they should be talking about, and when they should reach out to them, and put all the relevant information in front of them when they're having that conversation. As a result, injecting data from a sales intelligence platform into your CRM can truly transform your sales process. A combination of company insights and a clean and tidy CRM has the potential to create a well-oiled sales machine that delivers relevance at a scale.

In short, sales intelligence eliminates the previously manual process of locating the relevant insights you need, while verifying them for accuracy and giving you a complete overview of every prospect. Most tools come with notification features, alerting the users of organizational changes that can open up a window of opportunity, or informing them of when a new company falls into the description of their ideal customer profile.

In sales intelligence, local data plays a critical role, which makes the category more fragmented geographically than others. Legislation such as GDPR makes Europe, for example, a more challenging market to have contact information on.

| Sales intelligence eliminates the previously manual process of locating the relevant insights you need, while verifying them for accuracy and giving you a complete overview of every prospect.

| SALES INTELLIGENCE AND PROSPECTING

dun&bradstreet

Dun & Bradstreet

Dun & Bradstreet has been helping businesses grow through the power of data, analytics, and data-driven solutions for almost 200 years. Their category-defining data, analytical insights, and end-to-end solutions guide businesses around the world to winning strategies and intelligent actions.

dnb.com

leadspace

Leadspace

Leadspace boasts a wide range of solutions that can help B2B businesses with their data management, inbound and outbound processes, and account-based marketing through their customer data platform, which has advanced data integrations and management capabilities.

leadspace.com

Clearbit

Clearbit (acquired by HubSpot in 2023)

Clearbit is a marketing data engine for customer interactions. The software help users understand their customers on a deeper level, identify future prospects, and personalize every single marketing and sales interaction.

clearbit.com

HG Insights

HG Insights

HG Insights focuses in particular on providing insights on companies' website tech. The solution provides marketers with accurate technographic insights, based on advanced data science, to build better forecasts and precisely target their campaigns at scale.

hginsights.com

SALES INTELLIGENCE AND PROSPECTING

dealfront

Dealfront

Dealfront is a unique go-to-market platform tailored for businesses in Europe, combining the strengths of Echobot and Leadfeeder. It provides GDPR-compliant B2B data, aiding sales and marketing teams with comprehensive insights and tools for European market penetration.

dealfront.com

cognism

Cognism

With their globally compliant database of companies, contacts, and advanced filtering options, Cognism makes it easy for businesses to find target accounts of a specific size, industry, or tech stack.

cognism.com

Apollo.io

Apollo offers a wide range of tools for prospecting, engaging, and driving revenue. It features a large B2B database with over 270 million contacts, providing users with detailed lead information and the ability to find and connect with potential customers.

apollo.io

LinkedIn Sales Navigator

LinkedIn Sales Navigator

Most salespeople use LinkedIn, but only some utilize LinkedIn's paid premium offering, Sales Navigator. This tool makes it easy to build prospect lists based on decision makers' job titles and responsibilities. Users can also monitor relevant discussions, allowing salespeople to find more meaningful ways to engage.

business.linkedin.com/sales-solutions/sales-navigator

| SALES INTELLIGENCE AND PROSPECTING

zoominfo

ZoomInfo

ZoomInfo collects most of its data by interviewing and researching companies systematically a few times each year. The solution is especially useful for business-to-business sales teams targeting IT departments.

zoominfo.com

VAINU

Vainu

Vainu helps salespeople and marketeers to have reliable, up-to-date company data automatically updated in Salesforce, HubSpot, Pipedrive and Dynamics 365. Vainu's AI-based company profiling models help salespeople to build highly accurate microsegments. Its workflow triggers feature tracks relevant company changes and puts CRM tasks on autopilot.

vainu.com

In a nutshell

Sales managers and marketers are increasingly using data and insights from sales intelligence software to define and implement strategies. The need to combine external and internal data makes integrations a critical characteristic of any sales intelligence platform worth its salt.

With the addition of new datasets—such as real estate data, credit ratings, or vehicle information, intent data and trigger events are making prospecting more effective and specialized.

03

Sales Acceleration

SALES ACCELERATION

In sales, speed is everything. Sales acceleration software aims to speed up sales by automating administrative tasks and streamlining sales processes. By eliminating time-consuming manual tasks, salespeople have more time to have more sales conversations and close more deals.

This category of tools helps salespeople improve both efficiency and effectiveness with better engagement and organization through the entire sales ecosystem.

Spearheaded by sales ops teams, sales acceleration is more of an umbrella term for all tools that move buyers through the sales funnel faster and shorten the sales cycle. Coaching tools, email tracking software, tools for predictive analytics, sales engagement software, and outbound sales dialers, to name some, then all belong to this category of technology.

In other words, sales acceleration makes the work of sales reps and marketers easier, helping them work more productively and achieve better results.

Vendors in this category seem to believe in a systematic, multi-channel approach, where you cover all bases to get attention from the right buyers. Minimizing human effort through automation is a key part of keeping outreach efforts manageable.

As the sales acceleration market consists of a wide range of tools with a wide variety of features, finding the right one for your organization is like looking for a needle in a haystack.

Next, we've listed ten comprehensive sales acceleration tools. This should make searching the right sales acceleration tools for your business easier.

Sales acceleration helps salespeople improve both efficiency and effectiveness with better engagement and organization through the entire sales ecosystem.

SALES ACCELERATION

Aircall

Aircall is a complete business phone and call center software in one. With Aircall, users can manage their entire phone system, set up dynamic and intelligent call queues, create personalized caller journeys, and automatically route calls to the right representative from anywhere in the world.

aircall.io

Koncert

Aimed at all types of sales roles, Koncert provides sales acceleration technologies to help sales teams identify the right prospects, obtain accurate contact data, and enable accelerated communication. The platform uses sales connectivity optimization features and lead nurturing solutions.

koncert.com

Expandi.io

Expandi.io is a cloud-based LinkedIn automation tool that helps users grow their network and engage with prospects on LinkedIn. It offers features such as automated connection requests, personalized messaging, and campaign tracking, all designed to mimic human behavior to avoid LinkedIn penalties.

expandi.io

Gong.io

Gong is a conversation intelligence platform especially designed for salespeople. It captures all the sales conversations, phone calls, web conferences, and email. Gong then uses artificial intelligence to uncover the stuff won deals are made of.

gong.io

| SALES ACCELERATION

Salesken

Salesken helps businesses build sales teams where every salesperson is a top performer. Combining AI and data science to create conversational intelligence software, Salesken offers real time talking points for salespeople during their calls and advanced post-call analytics.

salesken.ai

Outreach

Outreach is designed to help enterprises accelerate revenue growth by optimizing every interaction throughout the customer lifecycle. Outreach manages all customer interactions across email, voice and social, and leverages machine learning to guide reps to take the right actions.

outreach.io

Salesloft

Salesloft is a sales engagement platform that helps sales teams execute effective selling process by targeted, personalized communications at scale. The platform includes features such as real-time email tracking, an integrated sales dialer and dashboards at every stage of the sales process.

salesloft.com

PersistIQ

PersistIQ is a sales engagement platform that has an intuitive and clean user interface. One of its unique selling points is simplicity; they say the platform has zero onboarding complexity. PersistIQ's powerful platform integrates into your existing workflow, CRM, and marketing automation systems.

persistiq.com

| SALES ACCELERATION

InsideSales

InsideSales

An intelligence sales cadence application that helps users to understand who to target. InsideSales prioritizes contacts and accounts based on their likelihood to engage and buy, ensuring reps focus on the best leads first.

insidesales.com

Yesware

Yesware is a powerful sales productivity and email tracking tool designed to enhance email communication for sales professionals. With Yesware, users can track email opens and clicks, schedule emails to be sent later, and create email templates to streamline their outreach efforts.

*yesware.com*

In a nutshell

Sales acceleration tools first grew popular in high-volume markets such as the U.S. and the U.K.

The technology is predicted to win more ground also in smaller markets in the coming years as a result of the increasing difficulties for salespeople to reach prospects all over.

Sales acceleration is another category where global leaders, such as SalesLoft and Outreach, are starting to emerge. We expect to see continuous innovation in this area, since engaging with prospects through traditional methods is getting harder each year.
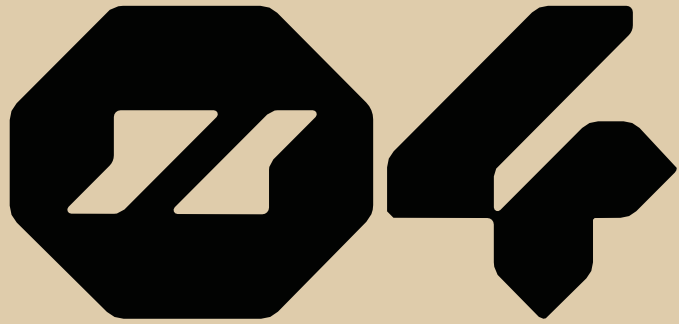
Data Connectors and Integrations
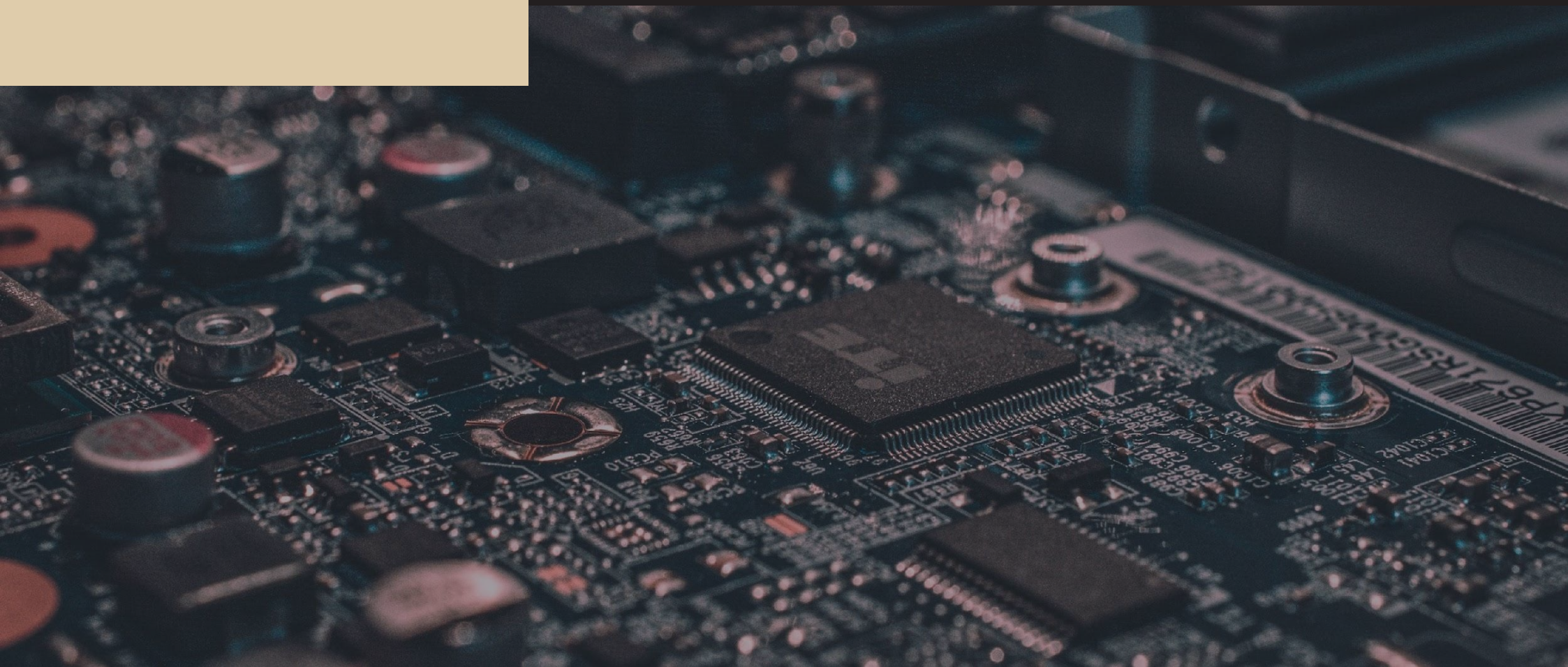
DATA CONNECTORS AND INTEGRATIONS

The increasingly digitized world that we're living in has a multitude of fantastic tools that can help make our lives easier. A downside of this wide range of different tools is that they are often independent and not easily accessible from a single system. It's here that data connectors and integrations come in handy.

A data connector is a tool that connects different systems so that data can be moved between them. This means that the data is accessible through a single system, which is a significant quality-of-life improvement.

Data integration tools are slightly different in that they work to combine data from different sources into a single system instead of simply allowing the movement of data between systems.

We've scoured the market, searched high and low, and found the six best data connector and integration tools so that you don't have to.

Data connectors connect different systems so that data can be moved between them. Data integration tools combine data from various sources into a single system.

DATA CONNECTORS AND INTEGRATIONS

Supermetrics

With Supermetrics, businesses can move data from popular marketing platforms to destinations like Google Sheets, Google Data Studio, Excel, BI tools, data warehouses, and data lakes.

supermetrics.com

Segment

Segment makes it easy for businesses to collect, unify, and route customer data, which they are also a leading provider of, into any system where it's needed. With Segment, businesses can integrate new tools into their processes in minutes rather than weeks.

segment.com

Zapier

Zapier wants to make automation easy and accessible to everyone. With Zapier, businesses can integrate web applications that they use in their daily routines like Salesforce, Intuit, Google, and Dropbox, and move data between them automatically.

zapier.com

Fivetran

Fivetran helps businesses automate their data integrations, managing data delivery from source to destination, ensuring that critical data is always accurate and up to date. Boasting more than 150 connectors, Fivetran was built to enable businesses to access business data wherever, whenever.

fivetran.com

DATA CONNECTORS AND INTEGRATIONS

integratelÿ

Integrately

Integrately makes it easy for the less tech savvy among us to integrate applications with their one-click automation. Boasting more than 8 million ready automations for more than 500 applications, Integrately is likely to have what you're looking for.

integrately.com

tray.io

Tray.io

Tray.io is a leading integration and automation platform designed to help businesses connect and automate their various cloud-based applications and services. With Tray.io, organizations can create and manage complex workflows, enabling seamless data flow between different software tools, databases, and APIs.

tray.io

In a nutshell

Even when businesses have access to all of the data and tools that they could possibly require, they run headfirst into another challenge—that data is scattered across numerous platforms and solutions. This decreases usability and makes it more difficult to access in real time.

If that's a problem that your organization has encountered, data connectors and integrations, like the ones listed, could be worth looking into, as they make it easy for businesses of all sizes to centralize the wide range of tools and data that they have access to and avoid drawn-out and expensive data projects.

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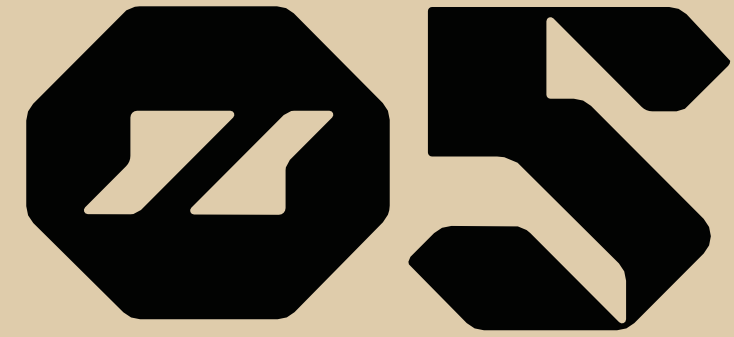
Sales Analytics

SALES ANALYTICS

As the old saying goes, "if you can't measure it, you can't improve it."

Businesses are demanding more complex data analysis capabilities that go beyond a manual compilation of spreadsheets and charts. In the age of big data, sales analytics has become an important part of every sales report. To do the job, sales managers and SalesOps teams are tapping on one more piece of software.

Sales analytics technology is a term used to describe tools and systems that enable sales professionals and managers to effectively track, evaluate, and enhance the performance of their sales activities, while predicting trends and results, and finding relevant insights. They provide sales managers with a granular view, breaking sales down into understandable pieces when reviewing where salespeople, products, and campaigns are performing the best, and where they should improve.

Your choice of sales analytics system greatly depends on your choice of CRM. The technology reports on CRM data to reveal sales insights and forecast future performance. For this reason, sales analytics tools are usually implemented on top of CRMs, and use algorithms based on existing data to reveal insights, though some serve as both the CRM system of record as well as the analytics tool itself.

As sales and marketing become even more data-driven every year, there will be more and more players and innovation happening in the sales analytics category. In addition to just analyzing data and coming up with recommendations, these tools start taking a more holistic approach in helping cater to all the needs of the SalesOps function.

With several major vendors in this space, choosing the right sales analytics software can be overwhelming. To narrow the options down, we've listed fourteen of the most renowned sales analytics software tools on the market today.

Sales analytics tools track, evaluate, and enhance the performance of sales activities, while predicting trends and results, and finding relevant insights.

SALES ANALYTICS

Aviso

Aviso is an artificial intelligence-driven platform built to drive accurate sales forecasting and improve pipeline management. It helps sales executives and CFOs deliver accurate forecasts, sales managers move deals through the pipeline faster, and reps close more deals with smart selling signals.

aviso.com

Qlik

Qlik helps businesses around the world work smarter with their end-to-end solution that maximizes the value of data. With its AI-driven cloud analytics solution, Qlik helps businesses empower their workforce to make bigger discoveries and better decisions.

qlik.com

Clari

Clari automatically captures activity data from user's CRM, email, meetings, and file activity too and logs it back to their CRM. Thereafter, Clari applies advanced machine learning and artificial intelligence to identify risk and surface predictive insights.

clari.com

Amazon Quicksight

Amazon Quicksight is a cloud-based business intelligence solution. Connecting businesses in the cloud, Amazon Quicksight helps businesses generate and deliver easy-to-understand insights through interactive BI dashboards and data visualizations.

aws.amazon.com/quicksight/

SALES ANALYTICS

InsightSquared

InsightSquared helps revenue operations professionals make better decisions by equipping them with actionable, real-time intelligence on sales and marketing KPIs.

insightsquared.com

Domo

Domo's cloud platform provides a suite of business intelligence tools for any sort of team. These tools crunch data across all your teams and departments to provide statistical analyses and actionable insights capable of moving the needle on every metric that matters.

domo.com

Looker

Looker simplifies business intelligence with modeling language that lets any employee leverage the work of your best data analysts. Any user can create easy-to-read reports, visualizations, and dashboards to explore patterns in data and understand what's happening at any given moment.

looker.com

Dear Lucy

Dear Lucy provides a vast library of ready-made sales and revenue metrics for Salesforce, HubSpot, and Pipedrive along with various customization options. Dear Lucy calculates key sales and revenue metrics, compares performance to targets, shows historical trends, and calculates automated forecasts.

dearlucy.co

SALES ANALYTICS

kluster

Kluster

Kluster platform combines the power of data visualisation, data science, revenue reporting best practices and playbooks, and crucially, the collective knowledge of the revenue leadership community. It is designed for revenue operations, revenue leadership and revenue professionals.

kluster.com

QUOTAPATH

QuotaPath

QuotaPath helps sales teams design fully customizable compensation plans, forecast commissions in real-time, and surface insights in one easy-to-use dashboard. No more manual calculations in spreadsheets. QuotaPath provides a variety of CRM integrations and promises to be up and running in 1 day.

quotapath.com

Dreamdata

Dreamdata

Dreamdata is a B2B revenue attribution and revenue analytics service. It pulls together all relevant data by introducing a smart on-site behavioural tracking script and integrating all relevant commercial data from CRM, Ads, Automations, and Customer Success tools.

dreamdata.io

GoodData

GoodData

GoodData's cloud-native platform gives their customers the flexibility to build and scale any of their data use cases — from self-service and embeddable analytics, to machine learning and IoT. GoodData offers solutions to businesses of all sizes with their Free, Growth, and Enterprise options.

gooddata.com

SALES ANALYTICS

Tableau

Tableau is an interactive data visualization platform that is gaining traction among sales organizations. As most business information solutions, it offers a variety of features for sales such as report building, pipeline tracking, and insights discovery.

tableau.com

HockeyStack

HockeyStack's platform focuses on tracking user behavior and engagement, helping companies understand and improve their customer journey. They offer a range of tools for data analysis, conversion rate optimization, and personalized marketing strategies.

hockeystack.com

In a nutshell

In addition to analyzing sales performance, the tools in this category are building predictive systems based on artificial intelligence and machine learning to predict sales. These models can estimate, for example, customer lifetime value from a very small amount of usage data.

This way, a company can adjust their customer acquisition costs based on real future cash flows from those customers.

Companies investing in sales analytics will be able to gain huge competitive advantages.

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Sales Productivity

SALES PRODUCTIVITY

Productive is having the ability to produce a substantial amount of tangible end results, and it is likely something that we all strive to be. However, there are often hurdles and obstacles in our way, which make it difficult for us to cross the finish line. Fortunately for salespeople, sales productivity tools are there to help.

As the name suggests, this category of tools helps to improve the productivity of salespeople, offering a range of automation and time-saving tools that allow sales professionals to focus on the more critical aspects of the sales process.

Sales productivity is an umbrella term for any tool that can help salespeople in their daily professional activities and enable them to produce more sales.

Obviously, this broad definition means that a wide array of different tools fall into this category and as such sales productivity tools come in all shapes and sizes.

Sales productivity tools can, for example, help salespeople generate leads, make calls, schedule meetings, write proposals, create pipeline reports, and automate other repetitive tasks.

As the sales productivity market contains a diverse assortment of different types of tools with a wide variety of functions, finding the right one for your organization can be an arduous task.

However, for your convenience, we've compiled a list of fourteen sales productivity tools. Hopefully, this should make finding the right sales productivity tools a whole lot easier.

These tools help to improve the productivity of salespeople, offering a range of automation and time-saving tools.

SALES PRODUCTIVITY

Flowrite

Flowrite

Flowrite is an AI writing tool built with GPT-3. It is designed for those whose work is dependent on the effectiveness of their communication. Through the use of AI, Flowrite supercharges users' daily communication, saving them time by turning their short sentences into ready-to-send emails and messages.

flowrite.com

Notion

Notion

Notion brings teams together, breaking down silos and allowing them to work as one. With their all-in-one workspace, Notion helps businesses with task management, project management, knowledge management, and personal knowledge management.

notion.so

miro

Miro

Miro helps teams create, collaborate, and centralize their cross-functional communication. With their robust toolkit and online whiteboard platform, Miro enables distributed teams to work together effectively on any project that requires input from multiple functions.

miro.com

slack

Slack

Slack prides itself on being faster, better organized, and more secure than email. With their platform, Slack can help teams stay on the same page and make decisions faster by centralizing work-related communication and bringing it all into one place.

slack.com

SALES PRODUCTIVITY

Calendly

Calendly makes scheduling meetings easy. With its modern scheduling platform, Calendly enables businesses to get more work done by eliminating the hassle of back-and-forth communication, uncomplicating the scheduling process, and making "finding time" a breeze.

calendly.com

Wonderway

Wonderway is proven to help increase revenue. With their data-driven approach to sales training, Wonderway helps sales teams identify potential skills gaps, recommends relevant training, and quantifies the impact that they have on revenue.

wonderway.io

Wudpecker

Wudpecker is an AI meeting tool that records, transcribes, and summarizes your meetings. You can also asks questions about the meetings that might not have been conveyed in the summary thoroughly enough.

wudpecker.io

Trustmary

Trustmary is a testimonial tool for lead generation. In a world where digital trust is reaching all-time low, salespeople need more authentic ways to demonstrate credibility. Trustmary helps sales teams collect and display tailored testimonials that can be embedded to any website and landing page.

trustmary.com

SALES PRODUCTIVITY

Reachdesk

Reachdesk

Reachdesk enables companies to deliver moments that matter at scale, globally, throughout the entire customer lifecycle. Through Reachdesk companies can deliver gifts and direct mail that build deeper connections with customers, prospects and employees at the click of a button.

reachdesk.com

Turtl

Turtl

Turtl lets salespeople rapidly personalize pitches, proposals and more without affecting the company brand or messaging so they can spend more time selling.

turtl.co

CHILI PIPER

Chili Piper

ChiliPiper replaces the tedious process of emailing back and forth to schedule a meeting with 1-click scheduling. Unlike booking links, Chili Piper suggests times for you to meet, improving both the amount of leads you receive, and the number of meetings held.

chilipiper.com

Mailtastic

A COGNISM COMPANY

Mailtastic

Mailtastic allows you to centrally manage your employees' email signatures and extend them with marketing banners to transform daily email traffic into a powerful marketing channel.

mailtastic.com

| SALES PRODUCTIVITY

vidyard®

Vidyard

Vidyard is a video platform for marketing and sales. Vidyard provides video hosting, enablement and analytics that help you connect with more buyers, close more deals, and optimize your content for real results.

vidyard.com

≡ managr

Managr.ai

Managr is a sales productivity app that lives in Slack. It leverages proprietary workflow automations that help salespeople manage their pipeline. Salespeople can instantly update Salesforce, log meetings, and manage their entire pipeline right from Slack.

managr.ai

In a nutshell

Sales is a productivity game where two factors—quantity and quality—play pivotal roles. However, salespeople will often end up spending a significant amount of their time on time-consuming, manual, and repetitive tasks that aren't especially value adding and could easily be avoided.

By allowing their salespeople to sit with these tasks, businesses are leaving money on the table.

As such, it's often in a business' best interest to invest in automation and time-saving, quality-of-life tools that free up their workers' time, equip them to perform better, and enable them to devote their energy to the most important aspects of their work processes.
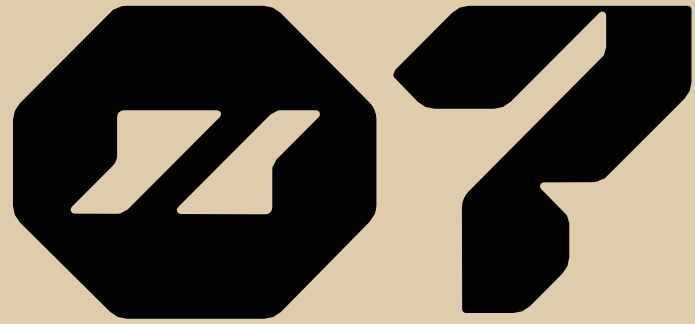
e-Signature and Document Tracking

E-SIGNATURE AND DOCUMENT TRACKING

Digital signature technology has been around for decades, but only in the last few years, sales organizations have truly gone paperless.

In a nutshell, an e-signature is a digital way of putting pen to paper. E-signature and document tracking software provide users with the ability to securely collect signatures on electronic records, such as sales contracts and proposals.

This type of software helps streamline administrative tasks and reduce overhead by providing a single, unified view of each contract's processes. An additional benefit of e-signature technology is that it allows for a paperless office. The sheer amount of space that paper documents and files take up is problematic on several levels.

Many solutions focusing in this area offer the possibility to track in real-time when and how a prospect interacts with a specific document. Some salespeople call up the decision-maker when they receive a notification about a prospect opening up a proposal.

> Many solutions focusing in this area offer the possibility to track in real-time when and how a prospect interacts with a specific document.

The majority of e-signature and document tracking platforms provide users with notifications for critical dates that affect a contract, such as the cut-off date for contract renewal. Some more low-end services only offer templates that allow users to create and store their contracts. Other more advanced software provide tools for creating and managing contracts electronically and automating the digital management of a contract throughout its lifecycle. Many vendors integrate with third-party applications such as CRMs.

Lately, the market has started to see more e-signature and document tracking solutions pointed for sales teams. These tools can be useful also for sending out any sales and marketing collateral.

To help you find the right vendor for your needs, we have collected the ten top tools in this category.

E-SIGNATURE AND DOCUMENT TRACKING

OneSpan
The Digital Agreements Company

OneSpan

OneSpan Sign (formerly eSignLive) helps organizations get their documents securely signed on any device. In addition to their eSignature solution, OneSpan provides a wide range of solutions from authentication and identity verification to fraud analysis and mobile app security.

onespan.com

Contractbook

Contractbook

Contractbook provides a collaborative contract automation tool that enables businesses to create, sign and store all their contracts digitally.

contractbook.com

DocuSign

DocuSign

DocuSign is one of the most popular e-signature solutions. It mainly targets larger enterprises, and offers seamless integrations with Microsoft, Salesforce, and Google products that allow users to sign documents without exiting out of the aforementioned platforms.

docusign.com

Adobe Sign

Adobe Sign

Adobe Sign is one of the top e-signature solutions that lets users send, sign, manage, and store documents and forms with trusted, legal electronic signatures. It also enables process tracking from web and mobile devices as well as inside applications used every day.

adobe.com/sign/

E-SIGNATURE AND DOCUMENT TRACKING

oneflow

Oneflow

Oneflow is an intuitive all-in-one e-contract platform designed to speed up the last mile of your sales, hiring, and buying process. Oneflow has developed a powerful contract editor for live editing, chat, video and a whole bunch of other smart functions.

oneflow.com

PandaDoc

PandaDoc

PandaDoc all-in-one software streamlines sales workflows and provides transparency into the performance of proposals and contracts. Sales teams can design, approve, send, track, and e-sign documents. An insightful dashboard provides sales leaders with real-time progress and accurate reporting.

pandadoc.com

PENNEO

Penneo

With Penneo you can handle the entire signature flow digitally. Users can sign utilizing any national e-ID system (BankID, NemI). Penneo is based on European (eIDAS) and American (ESIGN) standards. This means that a digital signature from Penneo is valid all over the world.

penneo.com

signNow

SignNow

SignNow.com is an online platform offering electronic signature solutions that enable users to sign, send, and manage documents digitally. It streamlines document workflows for businesses of all sizes, enhancing efficiency by eliminating the need for physical paperwork.

signnow.com

E-SIGNATURE AND DOCUMENT TRACKING

scrive.

Scrive

Scrive enables remote sales and remote workers with secure, legally-binding electronic signature solutions.Electronic signatures and identity verification can happen through a dedicated online portal or directly from your web browser, office system, or CRM.

*scrive.com*

SignRequest

SignRequest

SignRequest offers five plans, one free trial plan, one professional plan for one user per month, one allowing up to four users, one enterprise offer allowing an unlimited amount of users and – last but not least – they offer their full API to advanced enterprise organizations.

signrequest.com

In a nutshell

New data protection laws and the GDPR restrictions are making it more difficult to track when and how a prospect interacts with a document. When selling to prospects based in any of the EU's member states, the GDPR framework must be taken into account before switching on document tracking.

Besides digital signature options, vendors are focusing a lot more on collaboration throughout the whole process, and including chat capabilities, document tracking, predictive analytics, and other features. Expect all document-related collaboration to soon happen within the proposal software itself, to ensure a speedier process.
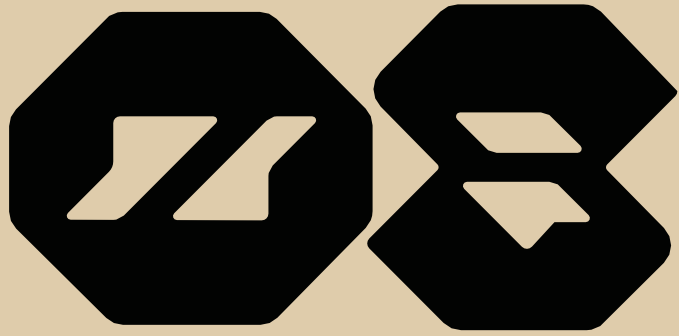
Marketing Automation and ABM

MARKETING AUTOMATION AND ABM

For a few years, account-based marketing (ABM) has been the hottest topic in the B2B world. Companies are concentrating on acquiring specific high-value customers with highly targeted, personalized campaigns, basing the targeting and marketing message on particular attributes of an account.

Without technology, it's impossible to deliver this strategy at scale. Therefore, more and more companies are investing in this category of software.

Account-based marketing technology gives marketers the ability to build scalable, personalized marketing campaigns, measure their results against a set of key performance indicators, and prove revenue contribution.

While a CRM is often the first sales technology investment, marketing automation is a close second. It is the technology that tightly unites inbound strategies and content marketing.

This type of software allows companies to streamline marketing workflows and optimize their marketing strategy by automating marketing tasks such as email marketing, social media posts, and lead generation. These activities build up a rich database of contacts through conversions, particularly when a person exchanges her contact details and possibly information about the business they work for in exchange for the valuable content from your company.

Once a new contact reaches the marketing automation platform, the tool should help marketers qualify and prioritize these leads and nurture them to a sales-ready stage. Marketing departments are usually the most frequent users of marketing automation. However, it's essential for sales teams to understand the functions of this automation too, as solutions like these are also applicable in sales.

Without technology, it's impossible to deliver an account-based marketing strategy at scale.

MARKETING AUTOMATION AND ABM

6sense

6sense

6sense's account-based orchestration platform helps revenue teams know everything they need to know about their buyers so they can easily do anything they need to do to generate more opportunities, increase deal size, get into opportunities sooner, compete and win more often.

6sense.com

Demandbase

Demandbase

One of the pioneers in the account-based marketing space. The platform offers several different modules for advertising, marketing, sales, and analytics. Every module is account- based which means, for example, that it delivers targeted advertising to the companies and job titles that matter most.

demandbase.com

salesforce pardot

Pardot

Pardot is Salesforce's marketing automation offering. The platform is feature-rich and provides powerful capabilities, especially for email marketing. Tailored for B2B companies, Pardot allows sales and marketing teams to create, deploy, and manage online marketing campaigns.

pardot.com

HubSpot

HubSpot Marketing Hub

HubSpot has established itself as an innovator in the sales and marketing scene. HubSpot released a free CRM offering a little over a year ago. It's an attractive solution, especially for the organizations that are already using the platform to manage their content marketing programs.

https://www.hubspot.com/products/marketing

MARKETING AUTOMATION AND ABM

Marketo

Marketo is a powerful engagement platform for enterprises that help marketers to build brand value, grow revenue, and prove impact. Marketo is a complete solution for lead management and B2B marketers looking to transform customer experiences by engaging across every stage of complex buying journeys.

marketo.com

Act-On

Act-On's adaptive marketing platform is a command center to get the right messages, to the right people, at the right time. Act-On provides users insight to adapt to their customers' unique needs at each stage of the buying journey and accelerate their lead to revenue.

act-on.com

Madison Logic

Madison Logic's platform helps users convert their best accounts faster by finding and engaging with the most influential individuals throughout the buyer journey. It brings sales and marketing together with buyer insights and journey optimization to make every interaction a meaningful one.

madisonlogic.com

Terminus

Terminus account-based platform is an end- to-end command center for targeting the right accounts with dynamic data, engaging them with unified multi-channel campaigns, activating sales by separating signal from noise, and reporting on the revenue outcomes that matter.

terminus.com

MARKETING AUTOMATION AND ABM

APSIS
an **efficy** company · 🐋

Apsis

Apsis automates businesses' customer journeys and helps them to grow their business. Through their marketing platform, Apsis offers businesses customizable workflows between sales and marketing that helps guide their customers toward the next conversion point.

apsis.com

Constant Contact

Constant Contact

Constant Contact provides companies with a one-stop shop for everything they need to start their business online from email marketing, building a website or setting up an online store to social marketing campaigns. Everything is on the same platform.

constantcontact.com

ORACLE | eloqua

Oracle Marketing Cloud

Many software giants provide their own marketing cloud offerings these days, and Oracle is no exception. Oracle acquired Eloqua, is an interesting option for large and medium-sized companies, especially if they already rely on Oracle products and services.

https://www.oracle.com/cx/marketing/

ActiveCampaign »

ActiveCampaign

ActiveCampaign helps growing businesses meaningfully connect and engage with their customers. With their SaaS platform, the team at ActiveCampaign aim to help companies go beyond marketing automation to optimize their customers' experiences.

activecampaign.com

MARKETING AUTOMATION AND ABM

Liana Technologies

Liana Technologies provides marketers with a complete tech stack for digital marketing and communications. A single-sign-on platform connects all the tools a modern marketer may need and provides also a solution for press releases and media monitoring.

lianatech.com

a Foundry company

Triblio

Triblio.com is a marketing platform that specializes in account-based marketing (ABM) strategies, helping businesses target and engage specific accounts effectively. It offers a suite of tools for personalized marketing campaigns, including web personalization, advertising, and sales orchestration.

triblio.com

In a nutshell

The technology that supports an account-based marketing strategy is hard to define. It includes different types of tools, from account-intelligence to account-based advertising and personalized content creation.

Moving forward, we expect to see clearer, holistic account-based marketing solutions as well as solutions specialized in very specific industries.

The marketing automation category is dominated by a few long-standing, large players. For these providers, marketing automation capabilities are an extension of a core CRM, or also provide CRM functionality themselves. This makes sense. The integration of behavioral data (marketing automation), customer data (CRM), and external company information (sales intelligence) is pivotal for a modern sales process that delivers relevancy.

VAINU
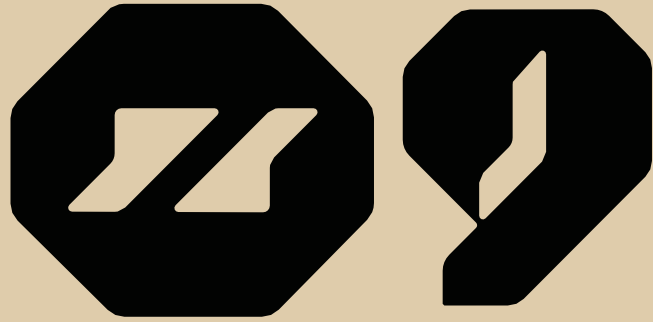
Sales Enablement and Digital Sales Room

Data has a better idea

SALES ENABLEMENT AND DIGITAL SALES ROOM

We all have seen that transactional B2B sales is becoming more and more automated. Salespeople will allocate more of their time into larger opportunities where consultative approach, discovery meetings and tailored proposals play a bigger role. More people will get involved, both from the buyers and sellers' side.

With these larger sales processes, customer-facing digital portals and microsites will gain more traction. Parties can share relevant materials, chat with each other and craft custom proposals with prospective buyers. The goal is to strengthen the relationship already before the contract is signed by removing any buyer friction. These portals also allow sellers to track content that clients view and interact with, which can be highly useful when analysing which content creates the highest impact.

The software vendors that enable these portals and microsites come with different backgrounds. After G2 released digital sales room as a newly formed category, we have seen many sales enablement platforms and some e-Signature and document management providers rebranding themselves as DSR vendors. Nevertheless, salespeople will most likely find it useful when creating unique buying experiences for customers gets easier.

> As the sales process becomes more and more complex, more people will get involved, both from the buyers and sellers' side.

SALES ENABLEMENT AND DIGITAL SALES ROOM

Seidat

Seidat

Seidat gathers the entire life cycle of slide decks in one app and makes it easy for businesses to manage their sales decks and proposal presentations. With its cloud-based slide deck platform, Seidat enables the creation of interactive slide decks for any occasion.

seidat.com

GetAccept

GetAccept

With their all-in-one platform, GetAccept provides users with the tools they need to close more deals, such as video messaging, document tracking, contract management, and e-signature.

getaccept.com

allego

Allego

Allego helps businesses support and empower their employees through learning, content, and collaboration. With their data-driven platform, Allego provides a complete toolkit for businesses to optimize their employee training and drive sales team engagement, productivity, and performance.

allego.com

Showpad

Showpad

With their comprehensive sales enablement platform, Showpad provides customer-facing teams with the required skills, knowledge, content, and tools to have impactful conversations with customers.

showpad.com

SALES ENABLEMENT AND DIGITAL SALES ROOM

showell

Showell

Showell ensures that businesses' brands, products, or services always shine to their highest potential—whether online, in virtual meetings, or face to face. With its sales enablement platform, Showell makes storing, managing, and distributing sales and marketing content simple.

showell.com

HIGHSPOT

Highspot

With their intuitive platform, Highspot offers a unified solution that bridges the gap between strategy and execution, helping businesses deliver a unified buying experience.

highspot.com

Seismic

Seismic

Seismic helps businesses orchestrate content delivery across all channels and engage with prospective buyers at every step of the buyer journey. With their trademark Storytelling Platform™, Seismic helps align go-to-market teams and empowers them to deliver engaging buyer experiences.

seismic.com

mindtickle

Mindtickle

Mindtickle helps businesses build knowledge, align content, analyze performance, and optimize behavior throughout their sales organizations.

mindtickle.com

SALES ENABLEMENT AND DIGITAL SALES ROOM

trumpet

Trumpet

Trumpet offers a digital sales room software designed to drive revenue. It features auto-personalized, collaborative, and trackable spaces that are created quickly for managing the entire buyer journey, from outreach to onboarding.

sendtrumpet.com

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salesframe

Salesframe

Salesframe.com is a digital sales enablement platform designed to improve the efficiency and effectiveness of sales teams. It provides a centralized hub for sales materials, such as presentations, videos, and documents, ensuring easy access and up-to-date content for sales representatives.

salesframe.com

In a nutshell

In an increasingly complex and competitive marketplace, where buyers expect a greater amount of involvement and personalization, salespeople could sometimes use a helping hand, or tool, to ease the sales process and remove any potential points of friction.

Considering the amount of deals that don't materialize due to buyer friction, it's in a business' interest to do what it can to counteract that. The sales enablement and digital sales rooms softwares that we've listed should do just that—remove friction and enable your sales team to make more sales.

Customer Success

CUSTOMER SUCCESS

Customer success software is used by businesses to ensure customers achieve the outcome that they expect to achieve as they use the business' product or service. In other words, optimizing customer relationships and ensuring that the customer achieves success. Customer success initiatives are vital for the preservation and expansion of revenue, as well as boosting customer advocacy and helping sustaining profitability and growth.

The software provides businesses with a detailed analysis of customers' past behavior and a "health score" that estimates their level of satisfaction.

Moreover, customer success solutions will help businesses build or identify customer profiles, capture customer data, history, and feedback, engage customers throughout the lifecycle, provide feedback and customer success scores, and predict future customer growth or red flags.

This helps businesses in identifying any dissatisfied customers, setting appropriate tasks into motion, and increasing customer retention rates. Additionally, more often than not, customer success software will integrate with CRM software, help desk software, and social media management software tools, making it easier for businesses to gather their data in the place where they need it most.

Whether you're choosing your customer success solution based on your existing techstack or as a standalone solution, we've compiled a list of ten softwares for you to look into.

> Customer success initiatives are vital for the preservation and expansion of revenue, as well as boosting customer advocacy and helping sustaining profitability and growth.

CUSTOMER SUCCESS

Planhat

Planhat helps businesses increase their customer lifetime value by placing an emphasis on the customer. With their customer data platform, Planhat allows businesses to effectively structure, manage, and interact with their customer data.

planhat.com

ChurnZero

ChurnZero helps businesses fight customer churn. With ChurnZero's customer success platform, businesses can easily understand how their customers use their product, assess their health and likelihood to renew, and automate and personalize the customer experience.

churnzero.com

Startdeliver

Startdeliver's customer success platform displays usage health, feedback, support overview, renewals, and all the customer data businesses need to be proactive.

startdeliver.com

Gainsight

Gainsight is a purpose-built platform designed for delivering customer success for customer- driven enterprises. This is a powerful platform built to turn disparate customer data from multiple sources into insights and actions that drive measurable business outcomes for users/clients.

gainsight.com

CUSTOMER SUCCESS

RevSetter

RevSetter helps businesses grow through customer expansion. By using RevSetter's platform, customer success teams can get insights on new upsell and cross-sales opportunities through features such as smart suggestions and expansion calendar.

revsetter.com

Vitally

Vitally helps companies create excellent customer experiences by providing the customer success teams with analytics, automation, and project management capabilities.

vitally.io

Churn360

Churn360.com focuses on reducing customer churn and improving retention rates for businesses. It utilizes advanced analytics and machine learning algorithms to identify at-risk customers and understand the factors contributing to churn.

churn360.com

ClientSuccess

The ClientSuccess Customer Success Management Platform™ is a comprehensive client management platform that provides companies with actionable insights and customer analytics through a variety of features.

clientsuccess.com

| CUSTOMER SUCCESS

Totango

Totango

Totango is a customer success platform that helps recurring revenue businesses simplify the complexities of customer success by connecting the dots of customer data, actively monitoring customer health changes, and driving proactive engagements.

totango.com

Catalyst

Catalyst

With their easy-to-set-up platform, Catalyst helps companies centralize siloed customer data and get a 360 view of customer's health. Through multiple features, CS teams can scale customer journeys that drive retention and growth.

catalyst.io

In a nutshell

With their wide range of features, customer success software makes it easy for businesses to centralize all of their customer data and develop a 360-degree view of them, helping to decrease customer churn, increase customer satisfaction, and increase upsell opportunities.

Through customer success softwares, businesses are able to accurately assess the satisfaction of their customers and take action if necessary. This helps to ensure that the business is able to do the thing that matters just as much, if not more than, capturing new customers—retaining those customers.

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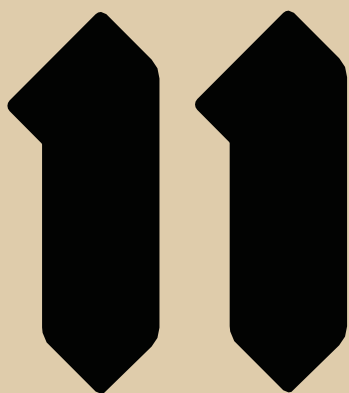
CPQ Software

CPQ SOFTWARE

Configure, price, quote (CPQ) software helps companies automate the lifecycle of the quoting and proposal process, starting with the moment a customer supplies their needs in a company's offering and ending with sending a detailed quote to the customer or prospect. CPQ software is used in sales departments to accelerate the sales process while improving quote accuracy and customer relations. These software products allow companies to determine a customer's needs and provide them with custom quotes that best fit those specific needs. Products are typically built on an existing CRM software product or designed to integrate with one (or more) CRM tools.

As companies and their product/service lists grow, it becomes increasingly difficult to manage product pricing, identify great upsell opportunities, and keep track of deals being offered by your competition. On top of this, sales reps aren't given up-to-date pricing information on their products, leading to lost opportunities and slower quote times. Configuring a quote can be a time consuming task, especially when critical data is not easily accessible in real time.

CPQ software eliminates these problems. Sales cycles are faster, pricing data is far more accurate, and opportunities to upsell and bundle are captured more frequently. At the same time, a company can prepare orders faster without increasing the potential for error. And lastly, because pricing data is more streamlined, workflow is streamlined, time is saved and more sales can be made.

Whether you're choosing a CPQ solution built on your existing CRM software or a standalone solution, we've gathered a list of ten great options for you.

For growing companies, it becomes increasingly difficult to manage product pricing, identify great upsell opportunities, and keep track of deals being offered by your competition.

CPQ SOFTWARE

dealhub

DealHub

DealHub empowers sales teams to keep moving leads down the sales funnel. With its zero-code platform, DealHub offers a complete and connected revenue workflow, helping businesses to generate professional price quotes and proposals in minutes.

dealhub.io

Proposify

Proposify

Proposify helps businesses take control and gain insight into the most important stage of their sales process—closing. Through its proposal software, Proposify gives teams the confidence and flexibility to dominate deals from design to sign-off.

proposify.com

PandaDoc

PandaDoc

PandaDoc speeds up businesses' sales cycles and increases their close rates. With its CPQ software, PandaDoc improves sales teams' productivity, enhances the customer experience, and saves time by making it simple to create and implement workflows.

pandadoc.com

vloxq

Vloxq

Vloxq eliminates manual, repetitive tasks and gives businesses the time to focus on increasing customer satisfaction and profitability instead. With its CPQ solution, vloxq removes the fuzz of creating proposals and simplifies the process for businesses.

vloxq.com

CPQ SOFTWARE

revalize

Revalize

Revalize helps businesses streamline and accelerate their revenue processes. With its industry-specific software solutions, Revalize creates order and reduces friction by elevating buying experiences, accelerating sales cycles, and streamlining manufacturing processes.

revalizesoftware.com

subskribe

Subskribe

Subskribe integrates CPQ, subscription billing, and revenue recognition into a single unified platform. The platform emphasizes fast implementation, ease of use, and cost-efficiency, supporting businesses in scaling from startup phase to IPO with minimal operational disruption.

subskribe.com

salesforce

Salesforce CPQ

Salesforce CPQ paves the way for faster revenue growth. With its cloud-based platform, Salesforce CPQ gives businesses complete visibility of the entirety of their purchasing process and makes it so that their customers have a great buying experience.

salesforce.com

Cincom.

Cincom CPQ

Cincom CPQ improves the buying experience of businesses' customers by placing expert knowledge at the fingertips of sales representatives. With its cloud-based CPQ software, Cincom CPQ makes real-time pricing and quoting of configurations a reality and enables the delivery of proposals on the spot.

cincom.com

CPQ SOFTWARE

Qwilr

Qwilr

Qwilr empowers businesses to stand out from the competition and deliver world-class buyer experiences. With their web-based software, Qwilr helps businesses create the perfect proposal, pitch, and sales quote, so that they can seal every deal.

qwilr.com

zomentum

Zomentum

Zomentum simplifies the buying process and provides sales teams with the flexibility to grow every customer deal. With its intuitive CPQ solution, Zomentum helps businesses configure pricing, quote contracts, and gain approval with secure and legally binding e-signatures.

zomentum.com

In a nutshell

With businesses generally having an increasing amount of personalization available in their product catalog, buyers increasingly having particular specifications for their purchases, and sales representatives not necessarily having the required access, or knowledge, to effectively create quotes, CPQ software is a boon.

Through automation, businesses can make the quotation process faster and more accurate, as well as making it easier for their sales teams, simplifying their sales process and freeing up time for them to focus on a more important aspect of sales—customer interaction.

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Generative AI

GENERATIVE AI

Generative AI tools in B2B sales and marketing are reshaping business processes. These tools are multifaceted, each bringing a unique set of capabilities to enhance the sales cycle. They revolutionize content creation, providing a means to generate engaging and relevant material that resonates with the target audience. This not only enhances communication but also serves to maintain a consistent brand voice.

The automation of routine tasks is another significant advantage. By handling repetitive and time-consuming activities, these tools free up sales professionals to focus on more strategic and relationship-building aspects of their roles. This shift from manual to automated processes increases overall efficiency and accuracy.

Tailoring communication, especially in email marketing, is crucial in today's market. These AI tools enable the creation of personalized email campaigns that speak directly to the needs and interests of each recipient, greatly enhancing the likelihood of engagement and conversion.

In terms of customer interaction, the ability to transcribe and analyze meetings and calls is invaluable. It offers not just a record of what was discussed, but also insights into customer needs, preferences, and feedback.

Analyzing customer communication patterns also plays a pivotal role. By predicting customer behavior and sales outcomes, sales teams can adjust their strategies in real-time, leading to more successful outcomes.

Furthermore, the creation of visually appealing presentations is integral in capturing and retaining the attention of potential clients. An impactful presentation can make the difference in closing a deal.

Lastly, integrating personalized video content in email communications adds a human touch to digital interactions. It fosters a sense of connection and trust with clients, which is crucial in building long-term business relationships.

Generative AI in B2B sales is not just about efficiency; it's about expanding human skills and fostering better business relationships. It will be a natural part of our everyday business tools.

GENERATIVE AI

Jasper

Jasper

Jasper.ai is a platform that leverages artificial intelligence to assist users in generating high-quality written content efficiently. It streamlines the content creation process, making it easier for individuals and businesses to create articles, blog posts, and other written materials with improved quality.

jasper.ai

ChatSpot

ChatSpot

HubSpot's ChatSpot specializes in chatbot and conversational AI solutions, enabling businesses to automate customer support, engage with their audience through chat-based interactions, and enhance their online presence through AI-driven conversations with customers.

chatspot.ai

bardeen

Bardeen

Bardeen.ai is a productivity tool designed to automate repetitive tasks on your computer, streamlining workflows and saving time. It utilizes browser-based automation scripts, known as "playbooks," which can perform a variety of functions like filling forms, scraping data, and automating emails.

bardeen.ai

regie.ai

Regie.ai

Regie.ai offers AI-driven marketing and advertising solutions that help businesses optimize their digital campaigns. By harnessing the power of artificial intelligence, Regie.ai assists companies in improving their online advertising strategies and reaching their target audience more effectively.

regie.ai

GENERATIVE AI

Noota

Noota.io is a platform focused on providing advanced transcription and note-taking services. It uses AI technology to transcribe audio and video files accurately, and also offers features like real-time transcription, multi-language support, and the ability to highlight and summarize key points.

noota.io

Sybill

Sybill.ai is an AI-driven sales platform that uses artificial intelligence to analyze communication patterns, such as email and call interactions, to predict sales outcomes and guide sales strategies.

sybill.ai

Beautiful.ai

Beautiful.ai is a presentation software company that simplifies the process of creating visually appealing and engaging presentations. Their platform offers user-friendly tools for designing and delivering professional-looking presentations with ease.

beautiful.ai

Potion

Potion enhances email marketing efforts by enabling the creation of personalized video emails. It allows users to record and embed videos directly into emails, making the communication more engaging and personal.

sendpotion.com

GENERATIVE AI

Penna.app

Penna.app

Penna.app is a digital platform designed to streamline and enhance the process of writing and organizing content. It offers a variety of features like a distraction-free writing environment, easy organization of documents, and tools for outlining and structuring content.

penna.app

MagicForm ✨

MagicForm

Magicform specializes in AI-powered form creation and data collection solutions. Their platform simplifies the process of designing and managing online forms, making it easier for businesses and organizations to collect and analyze data effectively.

magicform.ai

In a nutshell

The future of generative AI in B2B sales and marketing promises significant transformation. These tools will bring personalized sales experiences and more efficient lead generation by analyzing trends and client needs.

AI-driven chatbots will enhance customer interactions, offering 24/7 support. Also, AI's role in analyzing sales data will lead to better business decisions. Automation will streamline routine tasks like meeting scheduling and CRM updates, freeing up a sales person's time for the most important tasks, such as customer interactions. Personalized AI training for sales teams will become more prevalent.

In essence, generative AI will revolutionize B2B sales, boosting efficiency and decision-making, while introducing new ethical considerations.

VAINU

Vainu connects seamlessly with Salesforce, Dynamics 365, HubSpot, and Pipedrive CRM systems, keeping the company records up-to-date and filling out the data that's still missing without any manual work. With our CRM Connectors, integrating valuable company insights into your sales and marketing strategy and operations is a simple process.

Headquartered in Helsinki, Finland, Vainu was founded in 2013 and today provides 10,000+ sales, marketing, and data professionals with actionable company data to facilitate timely and relevant B2B communications through the creation of highly accurate target segments and complete company profiles.

Learn more at: www.vainu.com