

SalesChoice Brand Promise & Value Proposition

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A. Our Position

SalesChoice is the easiest and most comprehensive AI insights platform for sales analytics that delivers revenue confidence.

Key Differences

The easiest to use – Game-changing insights appear in your CRM, right in your reps’ and managers’ existing views. They are so clear and easy to see they require absolutely no training.

The most comprehensive – Only SalesChoice reveals all the essential views and next-step best actions needed to guide you and your sales team across your entire revenue operations.

1. Pipeline and Predictive Forecasting Insights adjusted by risk, that you can view by any time-period, in any territory, at any level.

2. Lead Insights that reveal your lead channels with the best win patterns to invest in and the worst win patterns to reconsider.

3. Opportunity Insights that highlight your deals with the best odds of closing and the ones that are a waste of time.

4. Historical Insights that show how every opportunity change impacted your odds of winning or losing over time.

5. Account Insights that identify your customers with the highest value, healthiest engagement levels and those your team is neglecting.

6. Activity Insights that measure your reps’ diligence and effectiveness levels in account coverage.

7. Relationship Fit Insights to help you make the best culture match between your reps and your customers.

8. Pricing Discount Insights that show the ranges you can negotiate within to increase your odds of winning.

9. Data Insights into the most important missing CRM data required for predictive sales analytics success, derived from your unique business model.

10. Guided Coaching Insights through a 24/7 playbook that helps managers and sales reps increase their odds of achieving their sales targets.

11. Audit Insights that track the accuracy of our AI’s prediction on every opportunity.

B. Our Customer Promise

End revenue uncertainty and sales inefficiency.

Key Benefits

Achieve Revenue Confidence – SalesChoice insights unlock new abilities for you to see the future as well as the true state and history of your revenue operations.

- Recognize and reduce risk across the deal lifecycle, for new sales and renewals
- Increase your sales velocity and hit your revenue targets
- Deliver a forecast you can bank on
- Through the lens of AI, see your customers in a whole new way

Eliminate Sales Inefficiencies – AI modernization brings many benefits, especially by increasing your managers and reps’ focus and Sales IQ.

- Streamline forecasting efforts across your organization
- Better manage your pipeline and forecast
- Replace pipeline reviews with deal coaching sessions
- Achieve 99% data completeness
- Get more from your CRM without requiring more learning

C. Reasons to Believe

Trusted by Purolator, a \$1.63B North American logistics enterprise, for its AI insights and formal forecasting reviews

“Capable of predicting with up to 95% accuracy whether a deal will close.” – IDC

“SalesChoice better targets best opportunities that are likely to win &

avoid deals that have low odds of closing.” – 2020 Sales Mastery AI for Sales Solutions Guide

“Hot Vendor to Watch in Sales Enablement” – Aragon Research

Partners: Amazon, Salesforce ISV, & IBM New Business Partner

Notable Awards

Over 17 industry leadership awards. Select few noted are:

- Top 20 Technology Companies in Canada – 2020
- Mindbridge AI National Impact Leader of the Year Award – 2019
- IT World Canada’s Digital Transformation Award for AI Disruption – 2018
- Startup Canada National and Regional Entrepreneur Award Winner – 2017
- EY & CATA Sara Kirke Award for Innovation Leadership – 2017
- Top 25 Most Empowering Big Data Company Award – 2016

D. About SalesChoice

SalesChoice is the easiest and most comprehensive AI insights platform for Sales Analytics that delivers revenue confidence for the B2B enterprise.

Founded in 2011, SalesChoice is a pioneer in AI insights for sales analytics and the first firm to develop AI insights for both Salesforce Professional and Enterprise Editions.

CEO and Founder Dr. Cindy Gordon is a global leader in revenue operations, AI modernization and Explainable AI. She has assembled a team of seasoned revenue operations and data science experts, highly skilled in data readiness practices and passionate about fighting the uncertainties and inefficiencies facing today’s B2B revenue leaders. She is also a lead contributor for Forbes on AI for Board Governance and CEO Leadership.

For more information, visit www.saleschoice.com