

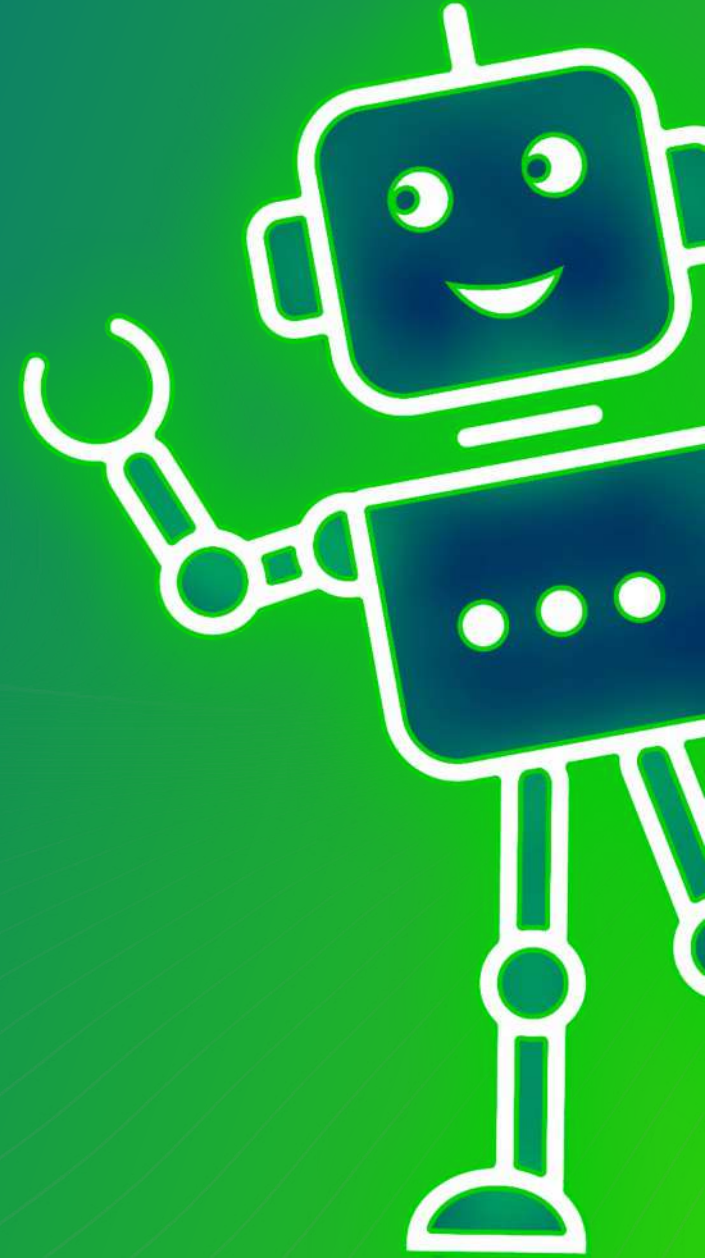


User Guide:

12 Steps and 10 Prompts To Go From B2B Strategy to Sales in 10 Minutes

HUMANIZE . PERSONALIZE . ACCELERATE

xiQ - Generative AI platform for B2B Sales and Marketing





From Strategy to Sales in 10 Minutes

“Generative AI will Unleash \$1.2 Trillion Annually in B2B Sales and Marketing Productivity.”

The State of AI in 2023: Generative AI's Breakout Year.
McKinsey and Co.

xiQ was the first platform to introduce generative AI to B2B sales by developing and launching AI-generated DISC personality and behavioral predictions back in 2018.

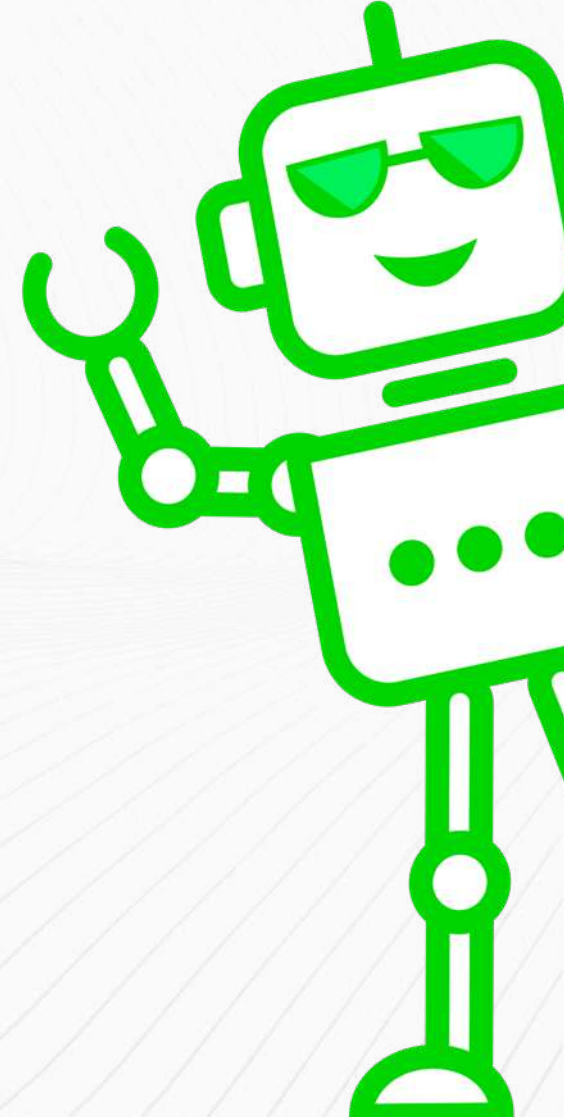
We have now integrated ChatGPT's large language model (LLM), enabling users to access real-time business news, financials, our executive and employee corpus, as well as client's marketing and sales collateral. With xiQ's 24/7 AI-powered assistant, Gilroy, users can conduct in-depth account and buyer research in a private and secure environment within minutes.

Gilroy enables users to develop highly personalized sales strategies, resulting in closing 34% more deals and securing 6x more meetings. This saves precious time on research, allowing users to focus on selling.

This document serves as a 12-step guide to effectively utilizing Gilroy to gain a deep understanding of your accounts, identify their key business challenges, and map out solutions that address their specific hurdles. Gilroy assists in identifying prospective buyers and developing personalized engagement strategies that resonate with each buyer on both a business and emotional level.

At xiQ, our mission is to leverage generative AI and our proprietary corpora to simplify the complex B2B sales process, ensuring that every sales professional, regardless of their experience, can achieve success on par with the top 5%.

And the best part? You can accomplish all of this in just 10 minutes!





Vanessa Ford

Account Executive

CyberEye

Vanessa:

Hi, I'm Vanessa Ford. Today, I will be walking you through 12 steps using 10 essential prompts on xiQ's Gilroy to research, and schedule a meeting with the right person at Acme Corp.

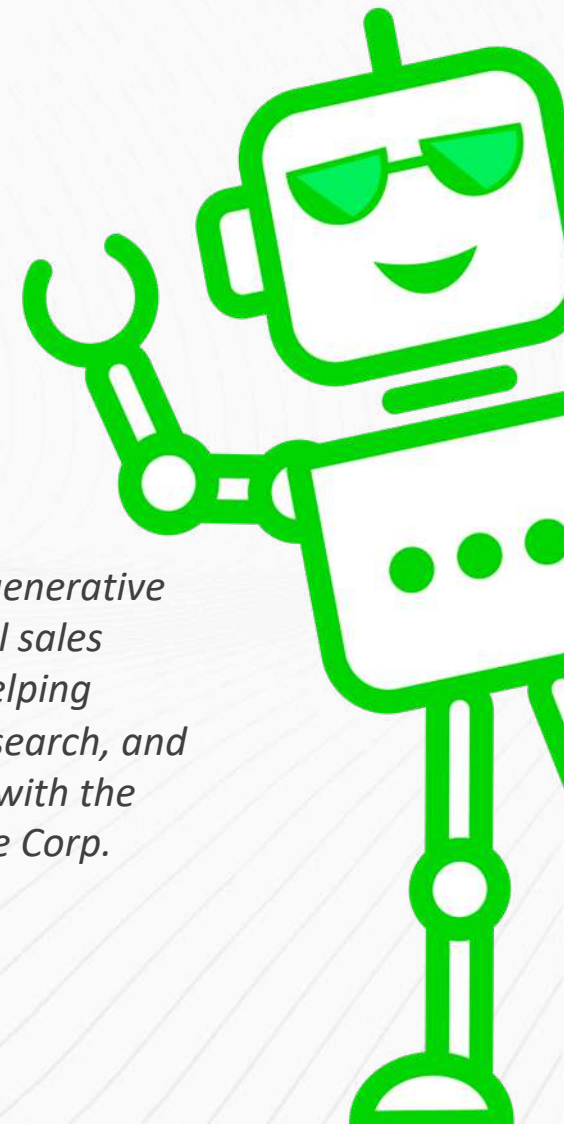
Target Account



Acme, Corp.

Gilroy:

Hi, I'm Gilroy, xiQ's generative AI-powered personal sales assistant. I will be helping Vanessa analyze, research, and schedule a meeting with the right person at Acme Corp.



Step 1 - Research Accounts and Understand Strategy



A few simple prompts, and Gilroy performs in-depth company research for you, so you can concentrate on what you need to focus on – executing your sales strategy

1. On a company page
2. Select Ask Gilroy
3. Enter prompt:



“What are [COMPANY NAME (e.g. Acme Corp)]'s [TOPIC (e.g. Cybersecurity)] growth strategies?”

The screenshot shows the 'Ask Gilroy' interface. At the top, it says 'Ask Gilroy about Acme Corp.' Below this are tabs for 'Library' and 'History'. A prompt is entered: 'What are Acme Corp's cybersecurity and IT growth strategies?'. A green 'Generate' button is visible. Below the button, a response is generated, starting with 'Acme Corp. has implemented several cybersecurity and IT growth strategies to address the evolving needs of organizations in the digital era. Here are some of Acme's cybersecurity and IT growth strategies:'. The first strategy listed is '1. Integrated Security Solutions: Acme offers integrated security solutions that combine hardware, software, and services to provide'.

Step 2 - Identify Pain Points and Challenges



Gilroy analyzes petabytes of data in seconds to uncover the most relevant and up-to-date pain points and challenges that align with your solutions.

1. On a company page
2. Select Ask Gilroy
3. Enter prompt:



“What are [COMPANY NAME (e.g. Acme Corp)]'s [TOPIC (e.g. Cybersecurity)] challenges and pain points?”



What are Acme Corp's cybersecurity challenges and pain points?



Acme Corp. faces several cybersecurity challenges and pain points in the ever-evolving landscape of cyber threats. Here are some of the challenges and pain points that Acme may encounter:

1. Sophisticated Cyber Threats: Acme, like any other technology company, faces the challenge of dealing with increasingly sophisticated cyber

Step 3 - Upload Your Collateral in Document Hub



xiQ's Document Hub is a content management system that allows users to upload and manage marketing collateral such as PDFs, PowerPoint presentations, and videos. It serves as a centralized repository for all your marketing materials, making it easy to access and integrate them into campaigns and emails.

1. Go to xiQ Document Hub
2. Upload documents:



PDFs



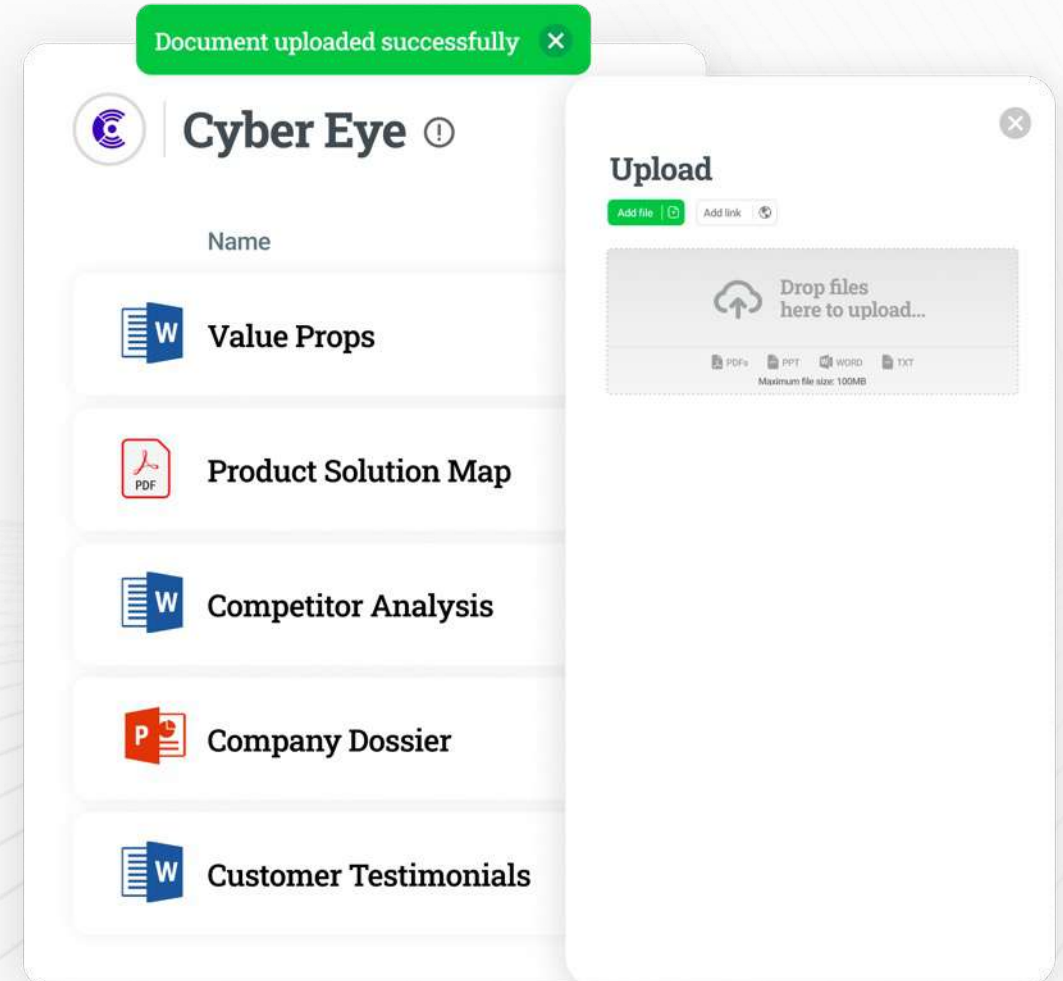
PPT



WORD



TXT



Step 4 - Align Solutions with Prospect's Challenges



Gilroy identifies the optimal business solutions by analyzing the prospect's pain points and aligning them with the solutions available in xiQ's Document Hub.

1. On a company page
2. Select Ask Gilroy
3. Enter prompt:



“Align [COMPANY NAME e.g. Acme Corp.]'s [TOPIC e.g. Cybersecurity] challenges with [YOUR COMPANY NAME e.g. CyberEye] best solutions.”

The screenshot shows the 'Ask Gilroy' interface. At the top, it says 'Ask Gilroy about Acme Corp.' Below this are tabs for 'Library' and 'History'. A prompt is entered: 'Align Acme Corp's cybersecurity challenges with CyberEye's best solutions.' A green 'Generate' button is visible. Below the button, a response is generated: 'Cyber Eye Digital Endpoint Defender: This solution provides advanced threat prevention, detection, and response capabilities to protect endpoints from malware, ransomware, and other cyber threats. It includes features such as antivirus, advanced threat protection, data encryption, and secure remote access. Cyber Eye Data Protection | Encryption: This'.

Step 5 - Identify Ideal Buyers



Gilroy helps you identify your ideal buyers enabling you to tailor your approach, personalize your messaging, align your value proposition, and build stronger relationships, leading to higher success rates and revenue growth.

1. On a company page
2. Select Ask Gilroy
3. Enter prompt:



“Provide the job titles for the people most likely to be involved in the purchase of [YOUR COMPANY NAME e.g. CyberEye. OR YOUR SOLUTION NAME e.g. CyberEye Recovery Solution].”

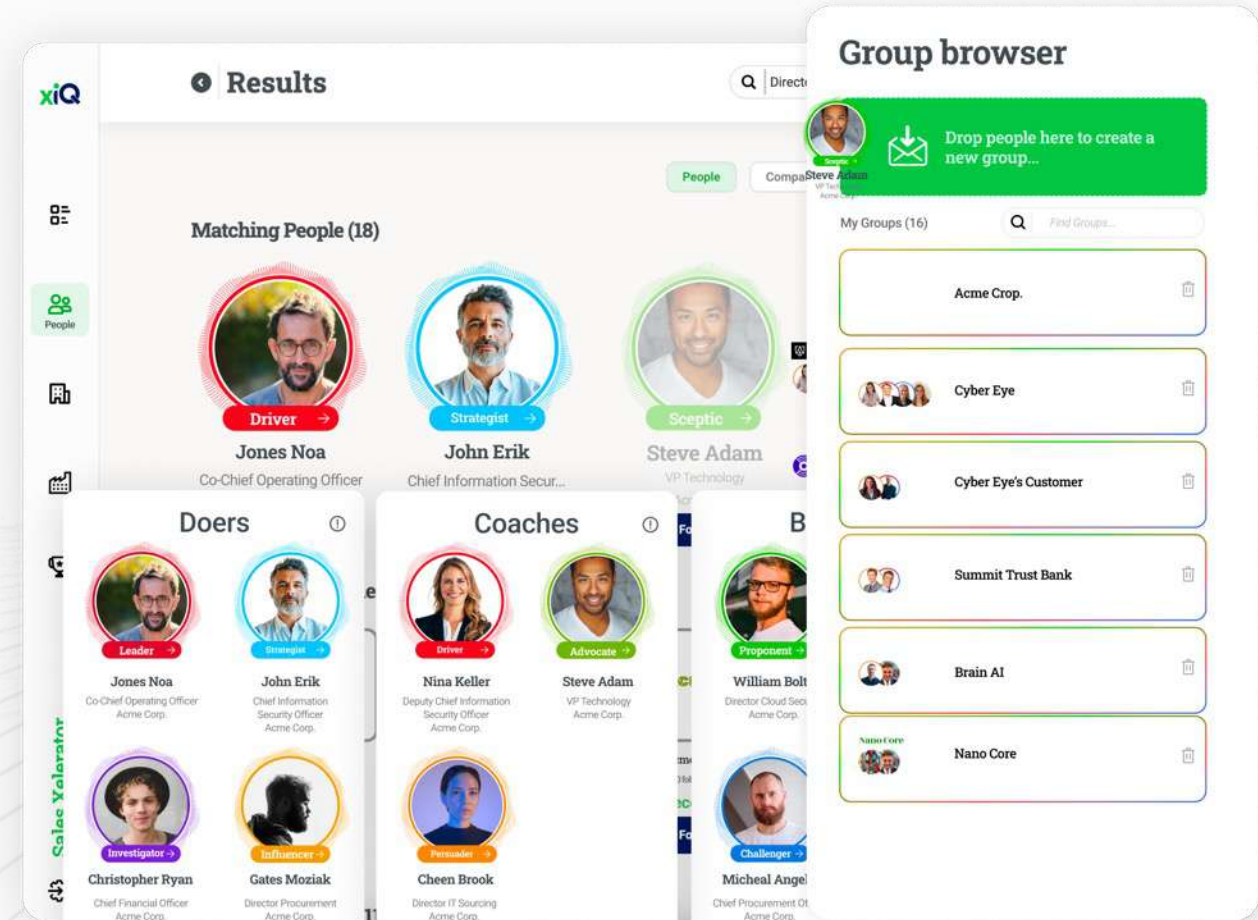
The screenshot shows the 'Ask Gilroy' interface. At the top, it says 'Ask Gilroy about Acme Corp.' Below this are two tabs: 'Library' and 'History'. A green button labeled 'Ask Gilroy?' is shown with an arrow pointing to the input field. The input field contains the prompt: 'Provide the job titles for the people most likely to be involved in the purchase of CyberEye's solutions.' Below the input field is a green 'Generate' button. The output area shows a green robot icon followed by the text: 'The job titles of the people most likely to be involved in the purchase decision of Cyber Eye security solutions can be: Chief Information Officer (CIO): The CIO is responsible for overseeing the organization's technology strategy and may have the final authority in approving the purchase of Acme's solutions.'

Step 6 - BRM™: Uncovering Doers, Coaches, and Blockers



By leveraging xiQ's Buyer Relationship Management, sales teams can gain a deeper understanding of their buyers, tailor their approach, build stronger relationships, and ultimately increase their chances of success in B2B sales.

1. Go to people's page
2. Create a Buyer Group, name it for the company
3. Search people by job title and add to Buyer Group



Step 7 - Find Conversation Starters with Prospective Buyers



Gilroy queries the buyer group within xiQ to identify conversation starters and icebreakers, prompts or suggestions, that help you initiate and engage in meaningful conversations with your prospects and buyers.

1. Go to Buyer Group
2. Select Ask Gilroy
3. Enter prompt:



“Can you suggest any conversation topics or icebreakers that might resonate with the personalities or interests of the people in [COMPANY NAME e.g. Acme Corp.]’s buyer group?”

The screenshot shows the 'Ask Gilroy' interface. At the top, it says 'Ask Gilroy about Acme Corp.' with tabs for 'Library' and 'History'. Below this is a text input field containing the prompt: 'Can you suggest any conversation topics or icebreakers that might resonate with the personalities or interests of the people in Acme Corp.'s buyer group?'. A circular profile picture of a woman is next to the prompt. A green 'Generate' button is below the prompt. The response area shows a robot icon and the following text: 'John Erik: Discuss mutual interests and make a connection. Talk about the impact of visual aids in sales presentations. Share humorous anecdotes or stories related to the product.'

Step 8 - Write Personalized Emails to the Doers, Coaches and Blockers



Gilroy can help write personalized emails to the Doers, Coaches, and Blockers within an account allowing you to tailor your messaging and approach, build rapport, increase relevance and engagement, overcome objections, and strengthen relationships.

1. Go to Buyer Group
2. Select Ask Gilroy
3. Enter prompt:



“Write an email to all the blockers in this group highlighting [YOUR COMPANY NAME e.g. CyberEye.]’s value proposition related to [COMPANY NAME e.g. Acme Corp.]’s pain points.”

Ask Gilroy
about Acme Corp.

Library History

Write an email to all the blockers in this group highlighting CyberEye’s value proposition related to Acme Corp’s pain points.

Generate

Subject: Highlighting Cyber Eye’s Value Proposition in Addressing Acme Corp’s Pain Points

Hi [Blocker’s Name],

I wanted to bring your attention to Cyber Eye’s value proposition that directly addresses the faced by Acme Corp. pain points.

Step 9 - Identify Allies in the Buyer Group



Gilroy identifies allies in the buyer group who can provide influence, access to information, help overcome resistance, build trust and credibility, and align strategically with the seller's organization.

1. Go to Buyer Group
2. Select Ask Gilroy
3. Enter prompt:



“List the top 5 people who have the highest sales alignment with [YOUR NAME e.g. Vanessa Ford].”



List the top 5 people who have the highest sales alignment with Vanessa Ford.




Based on the provided data, the top 5 people with the highest sales alignment with Vanessa Ford are:

- Nina Keller
- Steve Adam
- Windsor Grey

Step 10 - Discover Your Buyer's Goals



Gilroy helps you discover your buyer's personal and professional goals allowing you to tailor your approach, build rapport and trust, identify pain points, customize your value proposition, and build long-term relationships.

1. Go to person's page [e.g. Nina Keller]
2. Select Ask Gilroy ● → 
3. Enter prompt:

“What are [PERSON’S NAME (e.g. Nina Keller)]’s business objectives as [PERSON’S JOB TITLE (e.g. Deputy Chief Information Officer)]?”

Ask Gilroy

about Acme Corp.

 Library

 History



What are Nina Keller’s business objectives as Deputy Chief Information Security Officer?

 Generate




Enhancing Information Security: Nina may focus on implementing and improving information security measures to protect the organization's data, systems, and infrastructure from cyber threats and vulnerabilities.

Developing Security Policies and Procedures: Nina may work on developing and implementing security policies, standards, and procedures to

Step 11 - Write a Sequence of Personalized Emails



Gilroy helps you write a sequence of emails, a series of pre-planned and strategically timed emails that are sent to a specific audience or individual over a period. These emails are designed to engage, nurture, and guide recipients through a specific journey or sales funnel.



1. Go to person's page [e.g. Nina Keller]
2. Select Ask Gilroy → 
3. Enter prompt:

“Write a sequence of 3 emails to schedule a meeting with [PERSON’S NAME (e.g. Nina Keller)]. Highlight some of her pain points and align them with [YOUR SOLUTION NAME (e.g. CyberEye Recovery Solution)].”





Write a sequence of 3 emails to schedule a meeting with Nina. Highlight some of her pain points and align them with CyberEye Recovery Solution.



 **Email 2** 



Subject: Protecting Your Data with CyberEye Recovery Solution

 **Email 1** 

Subject: Addressing Your Data Security Concerns

Hi Nina,

I hope this email finds you well. I recently

 **Email 3** 

Subject: Request for a Meeting: Exploring CyberEye Recovery Solution

Hi Nina,

I wanted to discuss regarding Cyber Eye Recovery Solution and request a meeting to further explore how

Step 12 - Social Selling: Build Your Personal Brand



Gilroy utilizes its generative AI capabilities to analyze and extract the most relevant information stored within the xiQ Document Hub and its extensive, up-to-date business corpus. It then generates well-articulated blogs and social media posts that are original, accurate, and brand-compliant.

1. Go to Document Hub
2. Select Ask Gilroy
3. Enter prompt:



“Create a blog post and a corresponding LinkedIn post showcasing the top 3 value propositions of [YOUR SOLUTION NAME (e.g. CyberEye Recovery Solution)].”

Ask Gilroy
about Acme Corp.

Library History

Create a blog post and a corresponding LinkedIn post showcasing the top 3 value propositions of CyberEye Recovery Solution.

Generate



LinkedIn Post

LinkedIn Post: ♦ Simplify and streamline your IT management with CyberEye Recovery Solution

Managing a heterogeneous IT environment can be complex and time-consuming. Acme Multivendor Support offers comprehensive support for your

Blog

Title: Simplify and Streamline IT with CyberEye Recovery Solution

Introduction: Managing a heterogeneous IT environment can be a daunting task. With multiple vendors, support agreements, and warranties to juggle, it's easy for resources to become



Tomorrow's Sales Tech, Today!

xiQ combines **generative AI**, behavioral psychology, and an up-to-the-minute business corpus to deliver an end-to-end B2B sales and marketing platform that **accelerates sales** and **closes deals faster**.

www.xiqinc.com

