xiQ

MASTER THE ART OF SELLING
SELL LIKE YOUR BUYERS THINK

B2B sales have evolved! Buyers are now more inclined to conduct online research and engage less frequently with sellers directly. In this digital age, salespeople must find new ways to understand prospects, stand out in a saturated market, personalize messages, and cultivate trust to drive sales.

84%
Deals are lost because B2B buyers and sellers are not aligned

DISC Personality Insights: The Key to Understanding Your Buyers

The DISC psychographics methodology was developed by Harvard psychologist Dr. William Marston in the 1920s. It identifies an individual's blend of Dominant, Influencing, Steady, and Conscientious traits that influence their behavior and communication style.

Introducing xiQ's AI-generated DISC Personality Insights

Traditionally determined by self-assessment, DISC personality types can now be predicted by xiQ's proprietary algorithm using generative AI and Behavioral Science. Sellers can now discern prospects' distinct decision-making preferences without the prospects having to take psychometric tests.

xiQ DISC Insights

How xiQ Generates DISC Personality Insights?

xiQ uses a proprietary AI algorithm to generate DISC Personality Insights from publicly available data, analyzing attributes such as work experience and writing style. Capable of predicting insights for over one billion people, xiQ offers an extensive understanding of individuals professionally without accessing any psychometric test results.

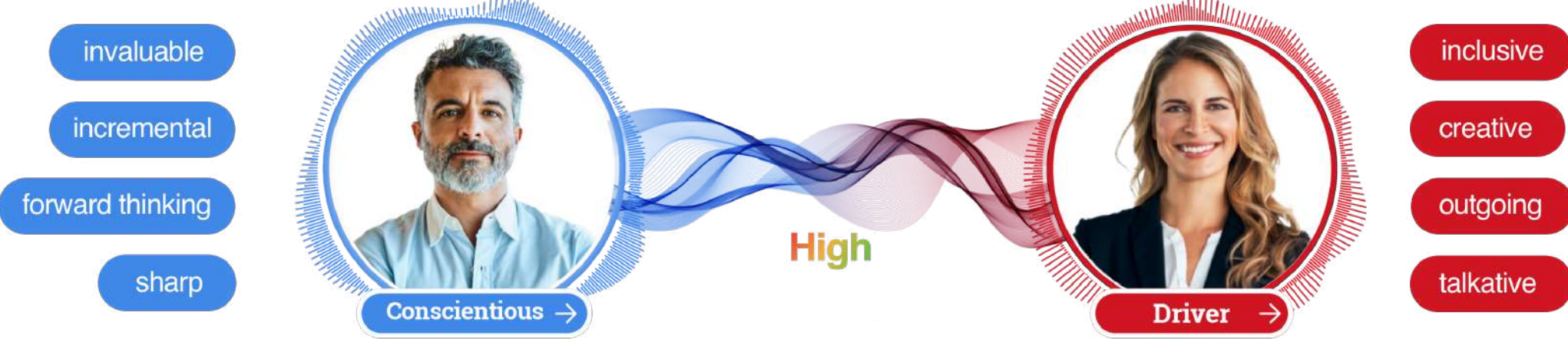## Unveiling the Key to Effective B2B Sales Engagement

Understanding a person's mindset is key in negotiations. With xiQ's DISC Personality Insights, you gain access to valuable tips and advice, enabling you to build rapport, earn trust, and tailor your conversations and selling strategies to align with their preferences. By harnessing these insights, sellers set the stage for successful interactions and meaningful connections.

Introducing Gilroy: xiQ's AI-Powered Sales Assistant

Watch Video
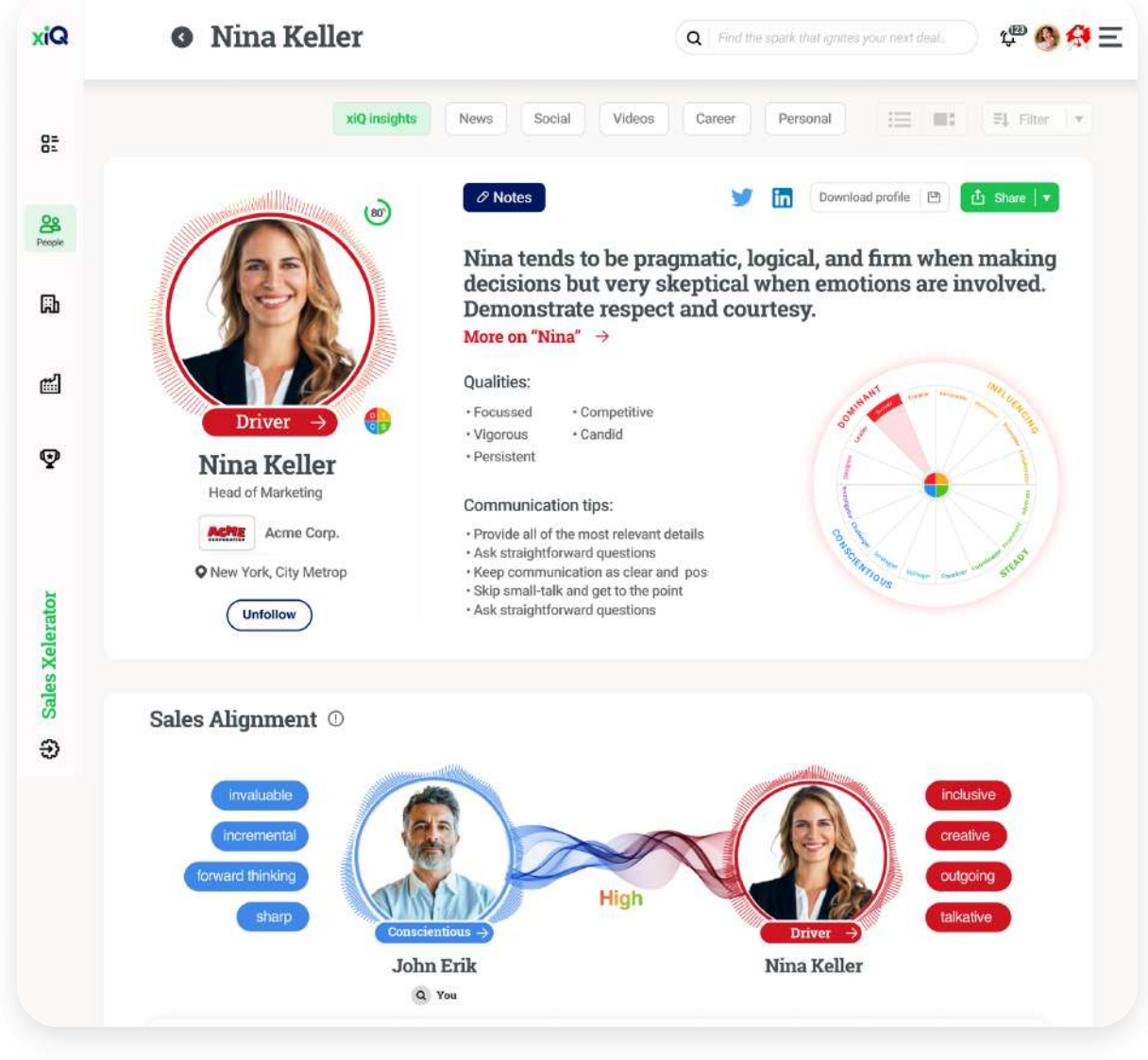
Rediscover Your Passion for Selling with xiQ GPT™

Tired of generic B2B sales emails? Introducing xiQ's GPT™, a tool that blends ChatGPT's language model with xiQ's DISC Personality Insights, creating highly personalized emails that resonate with buyers. Experience a 12x increase in appointment rates, reduce stress and wasted time, and watch sales soar to new heights.

xiQ's Sales Alignment: Unlock Compatibility and Accelerate the Sales Cycle

invaluable, incremental, forward thinking, sharp — Conscientious — **High** — Driver — inclusive, creative, outgoing, talkative

xiQ's Sales Alignment assesses compatibility between individuals, offering recommendations to effectively engage, establish trust, and personalize pitches with prospects. By understanding how to connect in advance, you can transform interactions, increase persuasion chances, and accelerate sales cycles.

The Buying Committee

B2B procurement decisions are made by buying committees of 12 or more experts from fields like business, IT, finance, and legal. Managing the unique perspectives and personalities of these members is crucial for navigating the complex decision-making process and achieving sales success.

xiQ BRM™

xiQ Buyer Relationship Management™ (BRM)

xiQ has pioneered the revolutionary BRM™ concept, enabling sellers to manage relationships with buying committee members by categorizing them into "Doers," "Coaches," or "Blockers." This system provides insights into stakeholders, tracks interactions, allows sellers to share Buyer Groups, include notes about each buyer, and transition buyers between categories.

xiQ Buyer Relationship Management™

Watch Video

Why?

10x More Engagement

48% Higher Click-Thru Rate

12x More Meetings Scheduled

38% Higher Sales Win-Rate

Reduced Stress on Sales People

xiQ Personality-driven Sales and Marketing Platform

The Personality driven sales & marketing platform with ChatGPT now!

Gilroy
Your 24/7 Personal Sales Assistant