



SALES INTELLIGENCE

**A Digital Tool To
Open Doors, Build Trust, Close Deals Faster**



THE FUTURE OF SALES IS DIGITAL

BY 2025 **80%** OF B2B SALES INTERACTIONS BETWEEN SUPPLIERS AND BUYERS WILL TAKE PLACE IN DIGITAL CHANNELS

The right tools can help you look deeper into the market to better understand where business is going.



Decisions by Buying Groups



Buyers expect more Personalization



Towards decision before meeting sales



Sellers Time with Buyers






The Imminent Challenge Facing Every B2B Seller

With over 12+ decision makers involved in a typical B2B sales cycle, it's crucial for your client champions to be equipped to sell your product to internal stakeholders.

xiQ RE-THINKING SALES

Sell Smarter, Sell Faster!

<div style="text-align: center; font-weight: bold; margin-bottom: 10px;">Sales Xelerator™</div>  <div style="text-align: center; font-weight: bold; margin-bottom: 10px;">Real-Time Sales Insights & Alerts</div> <ul style="list-style-type: none"> • Personality Insights • Buyer Groups • Company & Industry • Sales Alerts • Social Selling 	<div style="text-align: center; font-weight: bold; margin-bottom: 10px;">Marketing Workbench</div>  <div style="text-align: center; font-weight: bold; margin-bottom: 10px;">Drive Engagement & Thought leadership</div> <ul style="list-style-type: none"> • 1st Party Intent Data • Curate 3rd Party Content • Campaigns 	<div style="text-align: center; font-weight: bold; margin-bottom: 10px;">Analytics</div>  <div style="text-align: center; font-weight: bold; margin-bottom: 10px;">Analyze the Who?, Why? & How?</div> <ul style="list-style-type: none"> • Opens and Clicks • Lead Scoring • Account Prioritization • 1st Party Intent Data
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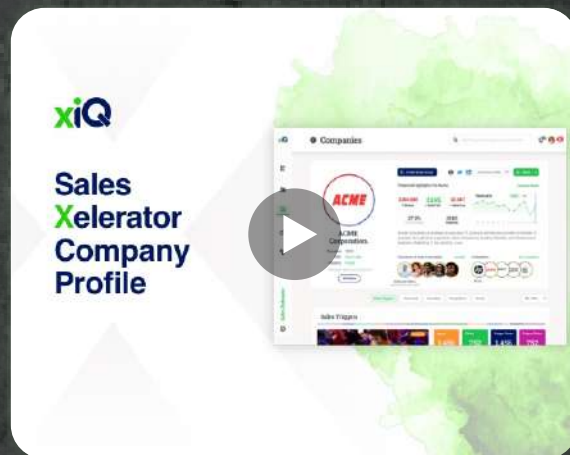
Today sales conversations are one of the ways you can differentiate your brand and solutions.

Sales Xelerator Company Profile

Sellers need digital tools to engage with customers especially their decision makers in a way that replicates traditional forms of selling. Additionally sellers today must be able to:

Educate

- Offers unique perspective
- Seek to establish mutually meaningful value in every customer interaction.



Tailor & Personalize To Each Unique Buyer

- Knows customer value drivers
- Knows Customer Priorities
- Ability to be very specific about the value you offer each prospect - in effect you need a personally tailored unique value position.



SALES ENABLEMENT AND ENGAGEMENT PLATFORM



***91% more likely to engage
with a vendor who educated
you on the topic***

***79% say yes to engage with
marketing materials that
made you aware of potential
solutions and vendors before
there was an actual project***

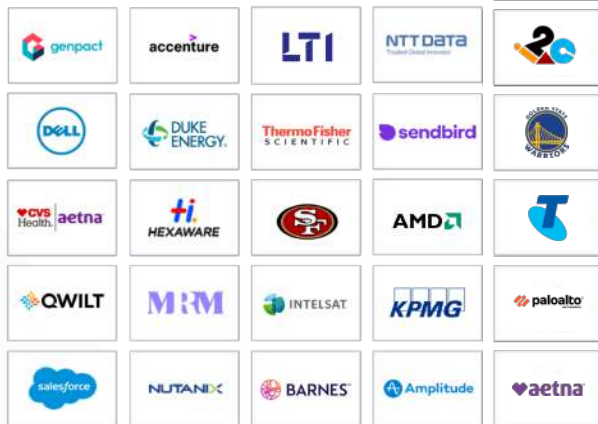


Accelerate revenue growth and build industry thought leadership

xiQ is the world's *first* sales and marketing platform platform that combines neuroscience, psychology, and AI to help sellers understand the mindset of their buyers, and custom tailor their sales approach, to win more deals.

[Click Here For Brochure](#)

Weather conducting research, preparing for a call, or crafting outreach, xiQ's personality-based AI helps you engage prospects and close faster.



The rise of digital interactions will lead to more interdependence of people processes and technology which will make traditional sales models less reliable over time

Sales Xelerator™

- Personality-driven insights help build trust between buyers and your team
- Strengthen corporate reputation and brand by delivering relevant and timely news
- Deliver faster pipeline conversion and improve deal close rates





HYPER-PERSONALIZATION



Influencing buyers is the primary goal for successfully closing any B2B deal. xiQ is the only sales platform to introduce Buyer Groups to segment buyers as “doers”, “coaches” or “blockers” based on their personality types. It enables the sales team to tailor tactics and approaches to specific individuals according to their roles and personal preferences.

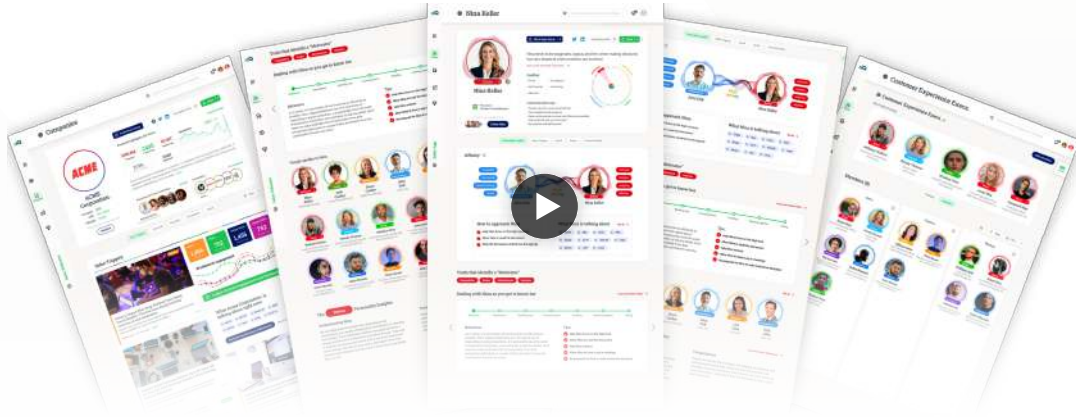
Know Your Customer Value Drivers

Focusing marketing efforts on the right individuals yields dramatically better and faster results!

xiQ’s personality-based AI moves the focus from personas to personality-types, from automation to AI and from personalization to individualization.

Differentiate between doers, coaches and blockers and direct your targeting with razor sharp focus. Appeal to the personalities of your audience with highly personalized personality insights.





See xiQ in Action



xiQ personality-driven sales
and marketing, the next
generation in precision selling.

Contact us to learn more

[Book a Meeting](#)

contact@xiqinc.com
www.xiqinc.com

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