

## Executive Overview

Humantic AI provides previously impossible intelligence about the buyers to salespeople.

While most AI solutions focus on the seller, **Humantic AI** is unique in focusing on the buyer instead. Its agentic Account Intelligence product and People Intelligence product equip sellers with complete Buyer Intelligence in minutes. Combined with Gen AI, it revolutionizes how buyers buy (or view your product).

Its customers include industry pioneers across a variety of sectors like **AWS, Mitel, and Sandler**. It is also taught as part of coursework at universities like **Indiana University** and **Baylor University**.

It is one of the **Top 100 Highest-Satisfaction products in the world as per G2**. In December 2024, **Gartner** named it to its **Cool Vendor in AI-Led Sales Research** report - a list that names only five Sales AI products.

## Product & Service Offerings

- **Predictive DISC Analysis:** Understand buyers and build trust quickly
- **Generative AI Personalization Suite:** Get Omnichannel personalization for social selling
- **Personality AI Assistant:** Structure meeting agendas, personalize calls, and write effective emails
- **Buyer/Buying Committee Insights & Intelligence:** Understand the personalities of multiple stakeholders within a buying group
- **Account Research:** Our superagent Miia can help enterprise sellers research any account in minutes instead of hours (or days) consistently, accurately, and autonomously.

## Sales Engineer Take On Best Fit

Humantic AI is a Buyer Intelligence platform that helps B2B sales teams personalize their approach by using AI to predict buyer personality traits. It analyzes publicly available data to generate insights, based on DISC and Big Five frameworks, without requiring prospects to fill out surveys. The platform integrates with common CRMs, enabling sales reps and managers to tailor their outreach, improve engagement, and increase deal success by aligning communication with each buyer's unique preferences.

Dave Watson, UCaaS, CCaaS, CX AI

## Key Features & Differentiators

### Micro-Level Insights

While traditional tools offer macro-level data, such as trends and statistics related to industries or

accounts, they often fall short in addressing the nuances of individual buyer interactions and micro level data. Humantic AI fills this gap with personality analysis and creates an AI-predicted profile for each buyer.

It applies the DISC (Dominance, Influence, Steadiness, and Conscientiousness) framework to data from sources like LinkedIn to make predictions without requiring a test or assessment. This lets sellers understand each buyer deeply and customize their pitch and messages to match each buyer's preferences in tone, length, substance, and style.

#### **Advanced Personalization with Plug-and-Play Simplicity**

Humantic AI offers unmatched personalization at the click of a button, seamlessly integrating into sellers' existing workflows. Unlike most sales AI tools, it doesn't disrupt the sales flow—eliminating one of the biggest challenges in sales.

#### **Proven Impact-**

By enabling sales teams to adopt a 'buyer first' approach, Humantic AI empowers sales teams to understand individual buyers' and deploy personality-driven sales strategies at scale. This shift has resulted in outcomes that include a 109% increase in pipeline, a 16.2% increase in closed revenue, a 36.5% boost in deal velocity, and a remarkable 94% of users highly recommending the platform. (Refer Results Book Doc)

### **Top Industries Served**

- Information Technology
- Other

### **Ideal Customer Profile**

**Company Persona:** \$500M+ in revenue; IT & Technology Services, Non-tech enterprise segments

**Buyer Persona:** 1. CRO/EVP/SVP/VP Sales or Revenue; 2. SVP/VP/Director RevOps, SalesOps, Sales Enablement, Sales Strategy, Sales/GTM Transformation

**Other Relevant Indicators:** Practitioners of MEDDIC, MEDDPICC, Challenger, Sandler methodologies, etc; DISC Personality Profile Aware; Have an AI or Sales/GTM Transformation initiative; Have

Experienced Reps who mostly work on larger deals

## Qualifying & Technical Questions

- Do they mostly sell large deals to enterprises?
- Are their sellers experienced and in the habit of researching and preparing for their deal pursuit?
- Are CRM or other foundational sales tools already in place?
- Do they have any major sales or AI transformation initiatives underway?
- Are they familiar with or believe in DISC personality profile methodology?
- When evaluating buyer/sales intelligence, companies typically aim to drive revenue growth.
- What specific objectives do you have in mind?

## Elevator Pitch

Humantic AI provides previously impossible intelligence about buyers/people to the sales team. While most AI Solutions focus on the seller, Humantic AI's behavior-predicting 'Personality AI' is unique in focusing on the buyer instead.

It is the only AI tool that can help sellers truly and deeply understand the prospects, what motivates them, and how they make decisions. It allows sellers to make a fundamental shift in moving from a 'me First' way of selling to a 'buyer first' way of selling.

Earlier, Humantic AI only had one piece of the puzzle - **intelligence about people**.

We have now launched the second piece of the puzzle - **intelligence about the account**.

This brings the two key needs of salespeople - **understanding the needs of the company, and the wants of buyers** in one place.

Think of this as a Deep Research agent, but purpose-built for sales and salespeople.

## Objections & Rebuttals

**How accurate are the DISC profiles?**

Humantic AI's DISC profiles are approximately 80-85% accurate. The platform analyzes over 160 data points from a prospect's LinkedIn profile, creating a comprehensive personality profile. It offers valuable insights

such as how to craft personalized emails, prepare for calls or meetings, and navigate multiple stakeholders in complex deals through buying committee maps.

**Is Humantic AI effective,  
and what results can we  
expect?**

Humantic AI delivers significant results, with an average pipeline impact of 109% and a 16.2% increase in closed/won [revenue.Top](#) revenue teams use Humantic AI to identify early adopters, help their BDRs personalize outreach and enable their AEs with vital customer insights for every deal.

**Do I need to be familiar  
with DISC to use Humantic  
AI?**

Familiarity with DISC is not required to use Humantic AI, as it is a plug-and-play solution. It is the third most adopted sales AI tool due to seamless integration with major CRMs, Outreach, SalesLoft, Gmail, and LinkedIn. While knowing DISC can enhance the experience, the insights are actionable and easily understood.