

## Executive Overview

Humantic AI provides previously impossible intelligence about buyers 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.

## 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

## 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?