Executive Overview

Outreach is the only workflow-first Sales Execution Platform that Sales and Rev Ops leaders use to design, measure, and improve seller workflow so that every rep sells like their best rep. Sales teams that use Outreach can cut through the noise and go to market with a process that is structured, aligned, and repeatable.

Product & Service Offerings

- Account Management Platform

- Sales Engagement Platform

- Conversation Intelligence Platform

- Deal Management Platform

- Revenue Intelligence Platform

- Forecasting and Pipeline Management Platform

Sales Engineer Take On Best Fit

Outreach is a sales execution platform designed to improve conversion rates and increase revenue. Can be thought of as an "agent assist" tool that helps sales reps overcome objections, forecast more accurately, and provide insights to sales leaders such as sales funnel "health" reports.

- John Paullin, Director of Sales Engineering, UC/CC/AI

Key Features & Differentiators

1. Outreach is a system of ACTION that's designed for the way that salespeople and sales managers want to work. CRM is a system of record designed for finance, marketing and leadership to observe salespeople.

2. Outreach is the only workflow-first Sales Execution Platform built for the entire go-to-market team: Marketing, Sales Development, Account Executives, Account Management, Customer Success, Revenue Operations and Sales Leadership

3. Outreach provides a clear picture of why your sales team wins, why they lose, and what to change in order to win more consistently

Top Industries Served

- Other

Ideal Customer Profile

- **B2B**: Outreach is ideal for B2B sales organizations with a sales-led motion such as Software, IT Services and Financial Services. "

- **B2C**: "Outreach also works with B2C sales teams in financial services, manufacturing and retail sectors."

- While plenty of customers use Outreach with no CRM the best results come from Salesforce, Dynamics, Hubspot or Custom API CRM connections

Qualifying & Technical Questions

- **What CRM, if any, do you use?** (SFDC, Dynamics 365, Hubspot, Custom or None)

- **Do you have challenges with your current sales tech stack?** (no stack, manual selling, poor adoption, complicated stack)

- **What are your biggest pain points in your sales process?** (lack of pipeline coverage, missed quotas, inaccurate/manual forecasting, customer churn)

- **What is your sales motion?** (best fit customers are B2B, B2C - retail, real estate, financial services)

- **What Sales metrics need improvement?** (qualified pipeline, improved win rate, deal velocity, forecasting, renewal/expansion rates)

- **What teams/functions need the most help?** (Sales Dev, AE, AM, CS, RevOps, Marketing)

Elevator Pitch

Outreach helps you design and improve workflows so every rep sells like your best rep. The platform allows sales leaders to create their ideal selling process and guide reps to winning decisions and ideal actions. Full funnel visibility means leaders get a clear picture of why they win, why they lose, and what they need to do to win consistently.

Objections & Rebuttals

I have a CRM already.

A CRM is your system of record. They aren't particularly good at putting what's inside of them to work. Outreach is a system of action that ensures data capture and activity completion for better sales and forecasting outcomes.

I have Marketing Automation in place. (Marketo, Pardot, etc..)

Outreach is 1 to 1 communications and enables better command of the message across the customer journey allowing you to improve consistency & control. It also helps you make qualified decisions on based on measurable outcomes.

I thought Sales Engagement Platforms were just for SDRs?

CXPONENT

The origin of the space was business development but it is a engagement platform, Outreach supports the entire customer journey from create to close. Top of funnel automation, mid funnel follow up, increased deal velocity, AI & forecasting.