## 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 - Field Sales Engineer UCaaS, CCaaS

## 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.
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- **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)

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