



InsideSales.com is the only AI-powered System of Growth integrated with Microsoft Dynamics that gives organizations the tools and insights needed to sell the way buyers buy. The System of Growth is delivered through a suite of SaaS solutions and services, which includes integrated communications for sales development and strategic sales teams, email tracking, gamification, prioritization, pipeline management, forecasting and more.

The AI engine, called Neuralytics, prioritizes sales activities and delivers prescriptive insights on contacts, accounts and opportunities directly to reps in their workflows, helping sales teams make more money.

The InsideSales System of Growth offers:

- **Visibility:** Know what your sales reps are doing and what is working.
- **Productivity:** Increase key metrics with easy-to-use tools and motivation.
- **Effectiveness:** Sell more by focusing reps on deals most likely to close.

Data-Driven Sales Prioritization

The InsideSales System of Growth is fully integrated into the Dynamics user experience and delivers predictive sales prioritization. Sales reps using Dynamics CRM with Neuralytics benefit from innovations like: predictive sales communications, email and web engagement tracking, motivation, prioritization and pipeline management and forecasting.

KEY BENEFITS

- Increase close rates by over 20% with predictive prioritization
- Lift rep productivity by over 35% with gamification
- Start the quarter with over 80% forecast accuracy
- Increase revenue by up to 30% with the integrated System of Growth

KEY FEATURES

- **Predictive prioritization** - keep your reps focused on your best leads, opportunities and accounts
- **Integrated communications** - single-click dialing and emailing, pre-recorded voicemails, cue cards and managed email templates
- **Custom cadence strategies** - reps follow specific sales motions with customizable Plays, or workflows, for different teams, market segments, product lines, etc.
- **Automatic data capture** - sales rep activity automatically recorded in CRM

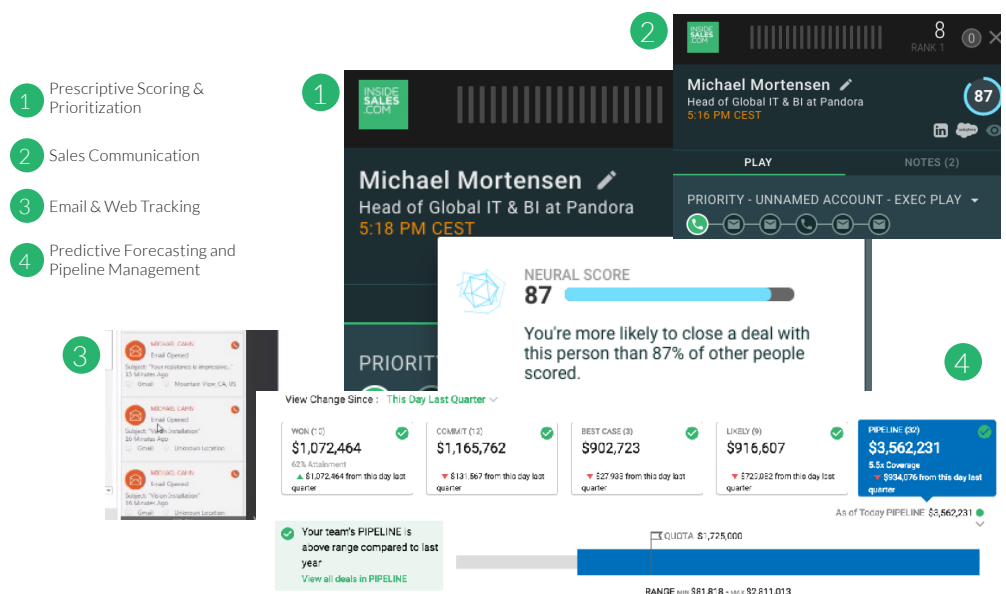


Illustration 1: Comprehensive sales acceleration platform for Microsoft Dynamics.



"InsideSales.com not only gave us a great tool, they helped implement a better process. We have seen 40% more dials, 80% more connects and a 30% increase in overall pipeline and sales revenue."

Kent Perkocha | Chief Customer Officer

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Visibility: Know What Your Reps Are Doing

Know how many dials are being made, how many emails are being sent, and more importantly, which leads are likely to convert and which deals are likely to close. InsideSales tracks not just the initial recipient, but forwards, attachments and web visits. All of this activity can be tracked using native CRM reporting tools that integrate with the rest of your sales reporting.

Productivity: Increase Key Sales Metrics

InsideSales increases the productivity of your reps with automation, easy-to-use sales tools, and gamification. Single-click dialing, pre-recorded voicemails and email templates save reps valuable time and keep them focused on selling activities. In addition, leaderboards, throwdowns and challenges foster friendly competition and help you keep an eye on rep and team performance.



Image 1: Leaderboards share individual results to the whole team and highlight individual achievements

Effectiveness: Sell More by Focusing Reps on the Best Deals

Get even more out of your sales reps by focusing them on the best leads and opportunities. InsideSales, powered by Neuralytics, identifies the leads and opportunities most likely to convert and close, and gives sales managers the tools to prioritize with dynamic dialing lists and data-driven prioritization.

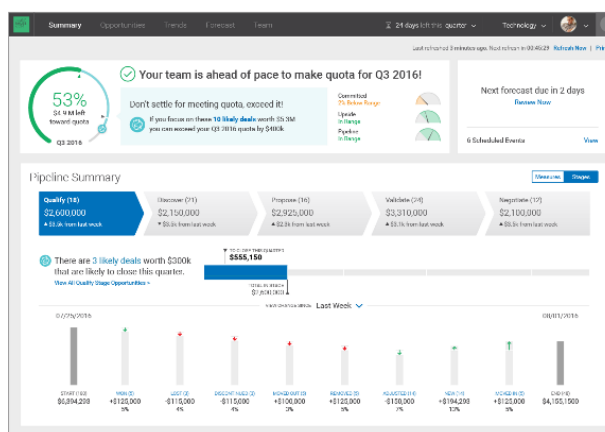


Image 2: InsideSales predicts quota attainment for your entire org based on an assessment of every deal in the pipeline and surfaces deals not yet in the pipeline

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