



VendorNeutral

*Clear View™ Report:
Outbound Prospecting*

Vendor Neutral Clear View™

Outbound Prospecting Report



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About This Report

This report is a detailed description of Outbound Prospecting/Agent Assisted solutions. These solutions enable companies to reach out to prospects using a combination of software supported phone dialing and email functions often relying on human agents. Some also include scheduling and calendaring functions and the ability to incorporate third-party contact data as part of outbound prospecting. This report covers:

What is it? A high-level description of the sales tech category.

What challenges are addressed by the solution? Covers the top challenges addressed by solutions in the category as chosen by vendors and defined in terms of Outbound Prospecting/Agent Assisted.

What does it do?

- **Capabilities:** Based on a set common capabilities and functions vendors' top 10 capabilities for the higher-level category of "How to Engage and When" that Outbound Prospecting/Agent Assisted is a sub-category of.
- **Functions:** A detailed review of common functions across the solution category.
- **Measuring Success:** This section looks at the Key Performance Indicators provided by vendors that demonstrate the benefits of the solution.

What do you need to do? A discussion on what users need to think about in order to succeed with the solution.

Do you need it? This section looks at some things to think about when deciding if you need this type of solution.

Parting Thoughts: A few concluding words on the category, the marketplace and where it might be heading.

About The Analyst

As Vendor Neutral's Certification Analyst, Steven targets how new technologies and practices can better equip B2B sellers to focus on customer's needs. He looks for the intersection of technology and methodology to help organizations better enable sellers to improve customer understanding and sales progression via analytics and prescriptive actions that improve sales. With over 20 years of experience in sales enablement and technology as a practitioner at companies like IBM and an analyst at Forrester, Steven focuses on improving sellers' skills at all levels and has worked with hundreds of companies.

TABLE OF CONTENTS

What is it? Outbound Prospecting/Agent Assisted Defined	2
What challenges are addressed by Outbound Prospecting/Agent Assisted?	2
What does it do? Capabilities and Functions	4
Capabilities Mapped to Stakeholders	6
Functions	7
Agent Assisted, Stand-Alone or Both	7
Administration	8
Agent Assisted Calling/Emailing	8
A.I./Machine Learning	8
Alerts and Notifications	8
Analytics and Reporting	8
Call Monitoring	9
Call Handoffs/Transfers	9
Compliance	9
Conference Calling	9
Contact Data	10
Dialer/Calling Functions	10
Dispositions	10
Emails and Text	11
Gamification/Leaderboards	11
Integrations	11
Languages	11
Presence - Telephonic	11
Partners and Channels	12
Pricing and Packaging	12
Queuing and Routing	12
Recording	12
Scripts and Templates	12
Testing	13
Voicemails	13
User Interface	13
Workflows and Cadences	13
Measuring Success and Value	13
Key Performance Indicators	14
Value by Stakeholder	15
What do you need to do? User Requirements	16
Do you need it? Determining Need	17
Parting Thoughts	17
The Vendor Neutral Certified Landscape and Profiles	18