INSIGHTSQUARED

REDEFINING SALES INTELLIGENCE

Sales Technology Audit & Virtual Engagement

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EXECUTIVE SUMMARY

Inefficiencies Identification

Companies all want to have an excellent performing sales team. However, various inefficiencies are hampering the efficiency and effectiveness in sales organization. First of all, companies are suffering from sales engagement and sales funnel management inefficiencies: there are works could be streamlined and delegated, and they manage sales funnel based on structured rules instead of real customer journey. And in aspect of training and coaching, sales people are not getting useful, customized guidance. Inefficiencies in decision-making and data analytics can not be neglected. Managers are identifying risks and opportunities based on subjective judgement rather than solid data, or analytics tools are not providing insights to the point. Moreover, for sales technology, companies are putting unnecessary administrative work and specialized roles, which is an overinvestment.

Value Propositions & Competition Position

Companies need a sales intelligence tool that can tackle the inefficiencies and help build an superior sales team. InsightSquared is the solution for you. This sales intelligence platform can provide an organized, consistent and reliable data input, manage sales funnel based on customer journey, equipe the sales team with an AI assistant to guide your reps and account managers to the fastest path to success, offer advanced predictive analytics and present dashboard and reporting, visualizing sales performance and insights.

Right now, InsightSquared serves mainly SMB customer and competes with Salesforce Einstein, Clari and Looker in the overall market. Salesforce Einstein and Clari target mainly enterprises market and Looker, same with InsightSquared are in the SMB segment. Compared with these main competitors, InsightSquared performs better in terms of customer satisfaction, indicating a market potential, but also limited in market presence.

Technology Features and Future Improvement

From an organization level, InsightSquared facilitates sales engagement, redefining the sales process. From the customer perspective, it changes the way of how to close a deal (via automatic activity logging and customer journey-based sales funnel). Via importance, difference and relevance analysis, three differentiation & relevance technology feature are identified: predictive analytics,customer journey based sales funnel management and AI sales assistant. These are where InsightSquared would reinforce in the future. Also, it should improve in terms of system updates and customer support.

Business Justification

InsightSquared knows deeply about the current inefficiencies in sales organization and provides solutions to the point with the help of Artificial Intelligence. It also maintains a good relationship with customers. All of these established the barrier for others to imitate. And the switching cost for customers is also considerable in aspects of money, time and data transformation, which makes InsightSquared can retain them and build a long-term relationship.

Situation Analysis: Inefficiencies and Opportunities

-Inefficiency & Ineffectiveness
-Customers needs and expectations & expert video interview
-Solution for You: InsightSquared
-Competitor Analysis
-SWOT Analysis

Sales Tech: Features & Improvement
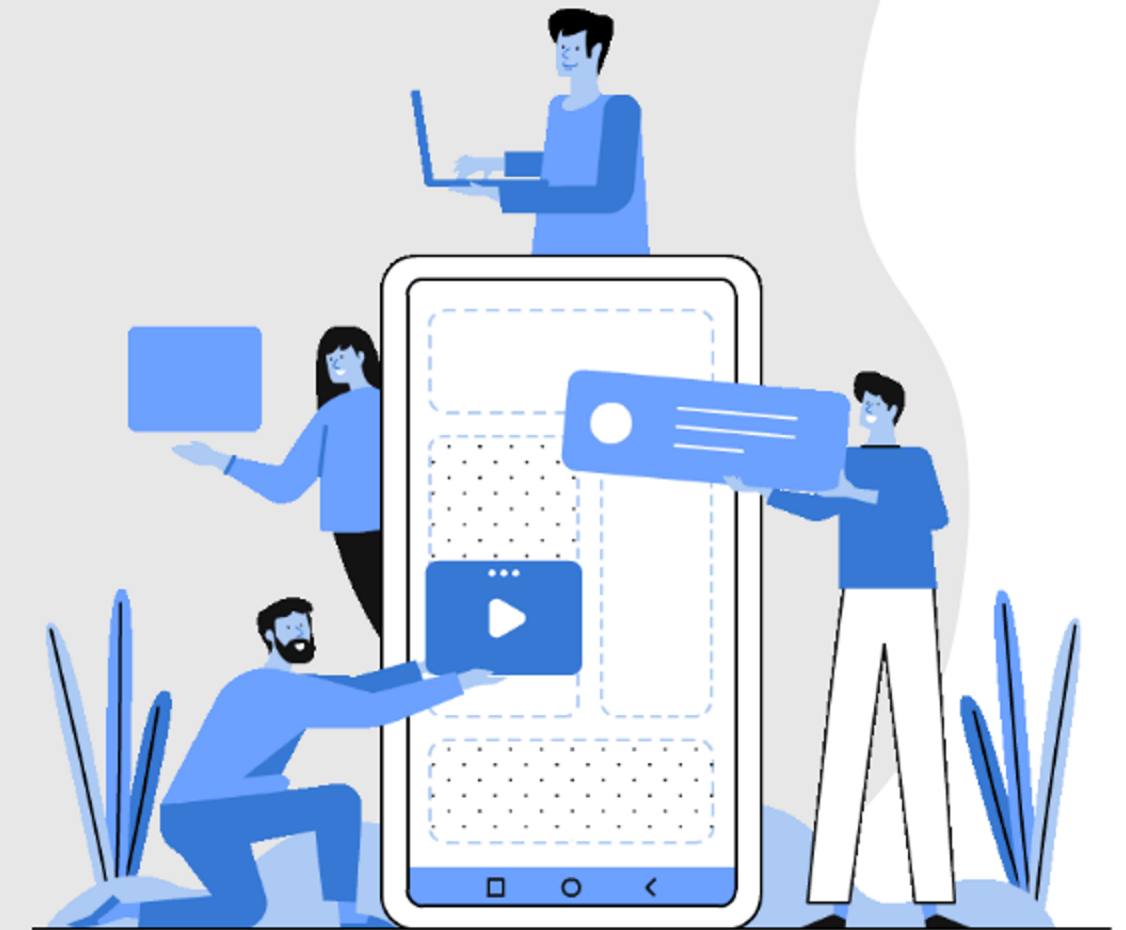
-InsightSquared in the digital sales transformation pillars/levels & Vendor Neutral frameworks
-Importance, difference, and relevance analysis
-Tech and potential improvement

STAVE Sustainability

-Potential barriers to entry
-Switching costs for customers & users

CONTENT TABLE

Identify The Sales Organization's Inefficiencies

SALES ENGAGEMENT INEFFICIENCIES

- There are many different activities that reps are responsible for, and many of them can be minimized, streamlined or delegated elsewhere to maximize the amount of time spent selling and focus on the most resultful ones.

SALES FUNNEL INEFFICIENCIES

- Most sales organizations select the general/similar sales funnels, which are too structured and not customized to address unique customer journey

TRAINING & COACHING INEFFICIENCIES

- Sales reps take unified training or coaching at certain time. However, since their activities and schedules are flexible and fast-updating, they might need a real-time, automated, customized training or coaching system to support them
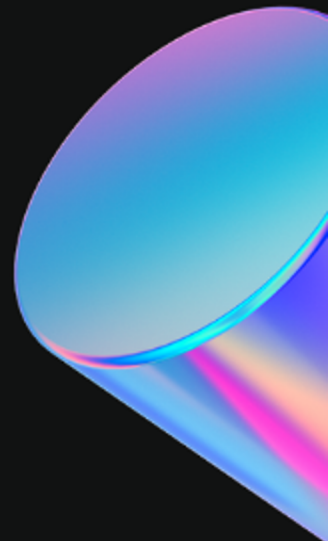
DECISION-MAKING INEFFICIENCIES

- In most sales organizations, even expert sales managers make decisions based on personal experience and judgement instead of identifying forecast risks and opportunities based on data for upside in time to change results.

DATA ANALYSIS INEFFICIENCIES

- Most sales organizations provides simple and templated data reports which aren't customized and accurate to feedback and guide future strategy
- It's challenging to precisely forecast future quota which need huge database

ADMINISTRATIVE WORK INEFFICIENCIES

- Sales organizations are overinvesting in Business Intelligence tools. Sales teams usually spend much unnecessary time and dedicated role in administrative work

Customers needs & expectations

> " A Sales Intelligence tool tackling inefficiencies and helping build an agile, data-driven,and customer-centric sales team without unnecessary investment "

NEW PROCESS: SALES ENGAGEMENT

- Customized sales management funnel to address problems find in the customer journey and understand consumers' pain points and expectations
- Focus more on effective and resultful sales activities to enhance relationship sales
- Provide timely, customized training and coaching for sales reps

NEW STRUCTURE: DATA-DRIVEN SALES ENABLEMENT

- Accurate forecast for future quota based on history sales data
- Professional sales reps who can leverage data analytic tools
- Achieve insights of how to improve sales performance through data

NEW PEOPLE: LESS OVERINVESTMENT FOR SI TOOLS AND MORE PRACTICAL SELLING GUIDANCE

- No need to have specialised positions
- Reduce the administrative burden of a SI tool
- More practical training and coaching to build an agile sales team

EXPERT INTERVIEW WITH JAMES DAVISON
—VP OF PRODUCT FROM INSIGHTSQUARED

5:12

James Davison

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in

James Davison · 2nd
VP, Product at InsightSquared

InsightSquared · University of Arizona

Austin, Texas · 500+ connections

Connect Message More...

Highlights

1 mutual connection

Key Insights:

✓ Right now, many companies managing their sales funnel based on structured rules while the reality is for different businesses, **the customer journey is different**. To better understand consumers needs, companies need to **change the sales management process**

✓ Every business has a sweet spot of sales and reps sometimes **do not have clear thoughts about how to get on the most efficient way**

✓ **Sales activity** is crucial for sales management, it is the foundation of further predictive analytics, but the problem of manual logging in is always existing

✓ Companies are **overinvesting** in business intelligence tool, they have set up specialized position for a certain technology. But with an easy-to-use system/technology, such an investment is avoidable
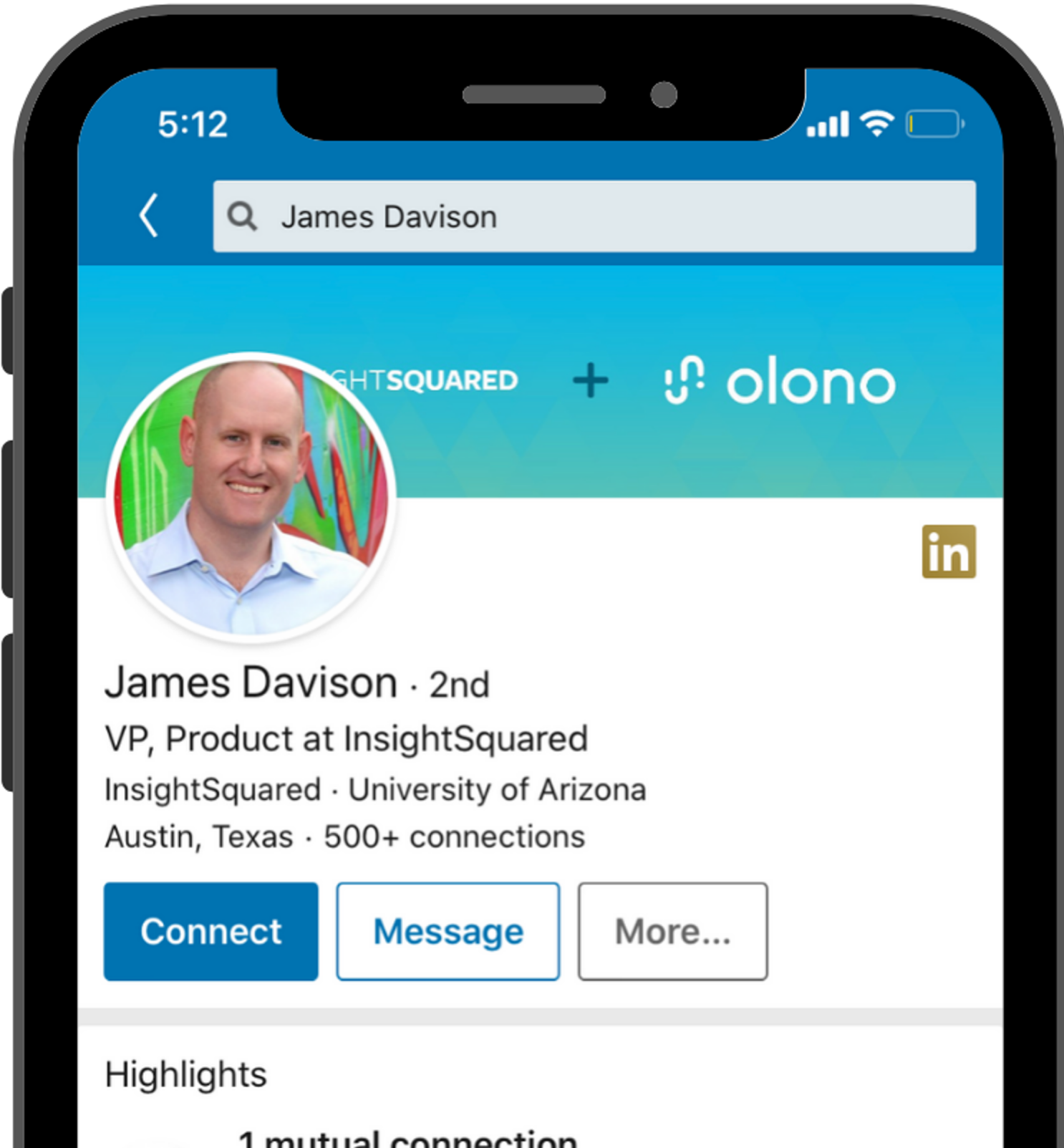
THE END-TO-END SALES INTELLIGENCE TOOL MADE FOR YOUR UNIQUE CUSTOMER JOURNEY

InsightSquared is a sales intelligence platform that:

- automatically synchronize, write sales activities and feedback to the CRM system, providing an organized, consistent and reliable data input
- equipe the sales team with an AI assistant to guide your reps and account managers to the fastest path to success with in-the-moment guidance and recommendation based on best historical practices and machine learning
- manage sales funnel based on customer journey instead of structured rules, customized to unique business need
- offer advanced predictive analytics to validate revenue strategy and identify potential risks and opportunities
- present dashboard and reporting, visualizing sales performance and shortening the distance between data and smart decision

SOLUTION FOR YOU

INSIGHTSQUARED

COMPETITOR ANALYSIS

Salesforce Einstein

- Native to Salesforce, the No.1 CRM platform, making it possible to collaborate in the existing system
- Enterprise-friendly: since it runs on SFDC, the No.1 cloud platform, it is scalable to address demanding businesses
- Complete and intelligent analytics from descriptive analysis to predictive analysis
- Mobility: there is mobile app available for both IOS and Android system

Clari

- AI-based revenue operation platform that provides automation, prediction and sales management including pipeline visibility and leads facilitation
- Target mainly enterprise, has been doing business with companies like Workday, Adobe and Dropbox

Looker

- Self-service business intelligence platform, providing analytics and reports to facilitate the revenue generation
- Mainly target small and medium business
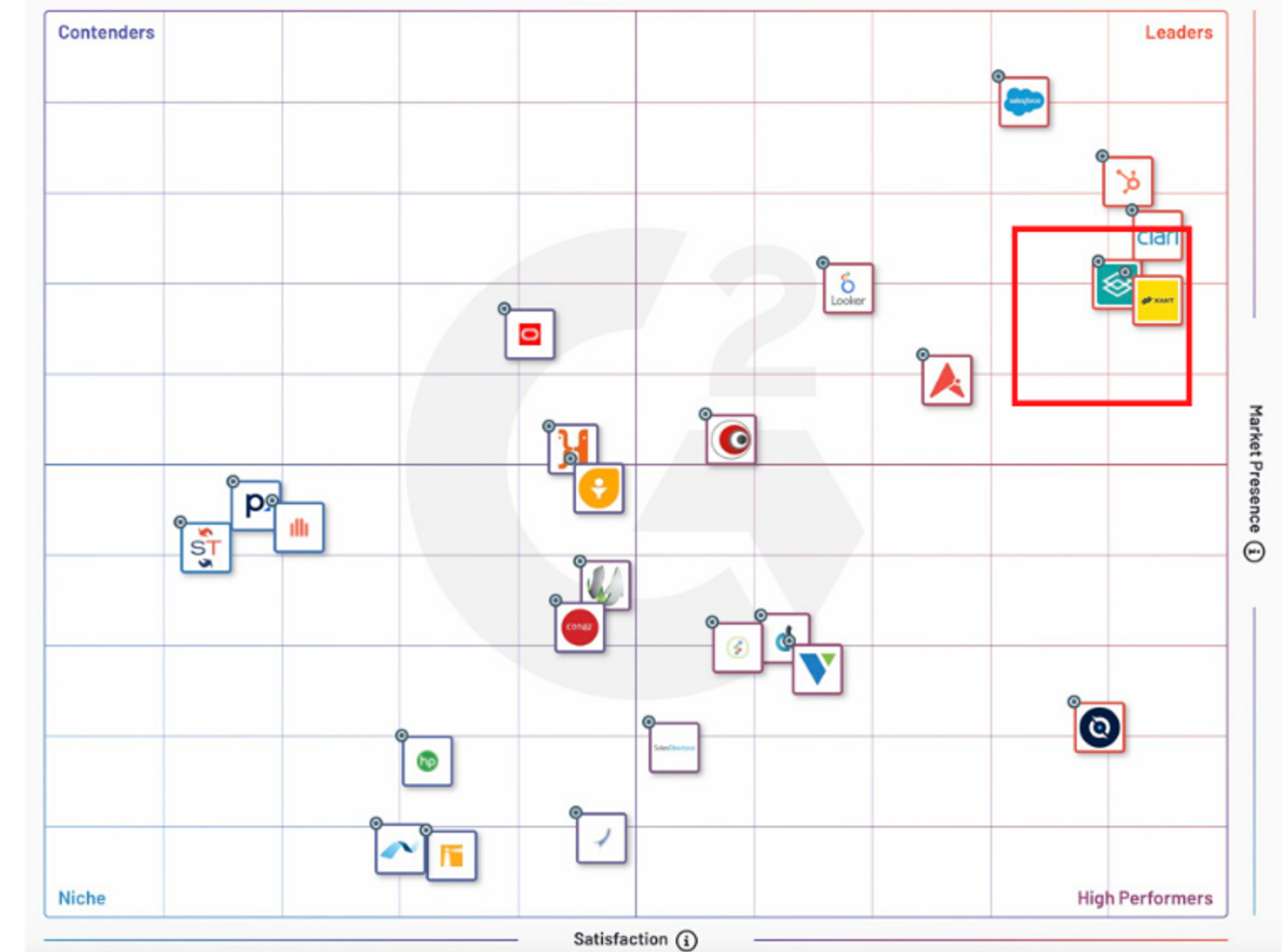
Relative competition position:

- Salesforce Einstein is still the leader in the market, with the highest market presence
- Clari possess a considerable market share and higher customer satisfaction
- Looker and InsightSquared share a equal portion of market but InsightSquared deliver a much higher customer satisfaction score

SWOT ANALYSIS

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- **Resultful guidance for sales engagement:** InsightSquared ensures detailed, automatically-updated views for the meetings in your sales management system. They connect Activities to Pipeline, Bookings, and Upsells.
- **Interactive and Customized sales funnel:** Unlike traditional structured sales funnel management InsightSquared manages funnel progression and goal mapping to assess the entire customer journey.
- **Automated training and data reporting:** Through Automation and machine learning, InsightSquared turns coaching from reactive to proactive by giving your team their own virtual assistant.Customize the sales process by person, role, opportunity type, or any field.
- **Reliable Decision-making:** InsightSquared identifies forecast risks and opportunities for upside in time to change results.
- **Without administrative burden:** Provide more data without the administrative burden by automating, and writing the full team's activities back to the CRM System.

W

- **InsightSquared needs technology updates and system upgrades to handle complexed, unique needs**

-Report Features
InsightSquared only provides basic report templates and analysis metrics. If the organization needs more sophisticated reports and dashboards, InsightSquared may not satisfy their needs.
-Data Preparation Features
Although InsightSquared has strong database, there are some lags when the customer update the system.
-In terms of data modeling and blending, it right now can not satisfy demanding, complex needs, which is an obstacle for it to take over the enterprise market.

- **Limited customer support team with business expanding**

InsightSquared is expanding but the customer support team does not keep pace with it. This could damage existing good customer reviews.

O

- **The Business Intelligence Tools industry has been booming for the past several years**, and the growth is expected to continue. Over the past five years, many companies invested in software to improve their business processes and make them more efficient.
- **Artificial intelligence and machine learning** is the future of this industry
- More and more companies realize their **overinvestment** on Business Intelligence Tools.

T

- **Intensive competition**

  -Larger industry players, like Tableau, focus on major companies and provide more complicated service products

  -Salesforce now has over 19% of the Business Intelligence market in 2019, the top 4 CRM providers take ver 40& of the total market share (Forbes, 2019)

Organization Level: Augmentation in Sales Engagement

From sales organizational perspective, InsightSquared enhances augmentation in Sales Engagement.

Based on the huge customer dataset, InsightSquared use AI to optimize the customer journey and sales process.

The Technology Embedded Sales 3.0 Organization	Technology-Guided Sales Organizations			
	People	Structure	Process	
			Sales Engagement	Customer Engagement
Augmentation	Sales 3.0 (e.g., AI, ML)	Sales 3.0 (e.g., Account Based Marketing)	Sales 3.0 (e.g., Social Selling)	Sales 3.0 (e.g., Sales Dialer)
Animation	Sales 3.0 (e.g., Gamification)	Sales 3.0 (e.g., Sales Enablement)	Sales 3.0 (e.g., Coaching)	Sales 3.0 (e.g., Social Listening)
Assistance	Sales 3.0 (e.g., Chatbot)	Sales 2.0 (e.g., SFA/CRM)	Sales 2.0 (e.g., SFA/CRM)	Sales 2.0 (e.g., SFA/CRM)
Automation	Sales 2.0 (e.g., SFA/CRM)	Sales 2.0 (e.g., SFA/CRM)	Sales 2.0 (e.g., SFA/CRM)	Sales 2.0 (e.g., SFA/CRM)

Source: © Joël Le Bon, 2018

Customer Level: Black Belt on How to Close

Identify Technology Gaps

		White Belt	Blue Belt	Purple	Brown Belt	Black Belt
Develop, Coach, Onboard & Motivate		Face-to-Face Training	Sales Training Portal (Skills Dev)	Skills Development & Reinforcement, Gamification	Video Role Play, (Skills Dev)	Sales Call Recording (Conversation Intel)
Manage, Forecast & Analyze		Spreadsheets	CRM	Sales Compensation Planning & Admin'	Forecast Analysis Reporting (AI)	Territory Management
Sell More & Again		Spreadsheets	CRM	Customer Experience & Success	Customer Engagement	Revenue Management Renewal Management
How to Close		Spreadsheets Documents Email	eSignatures Proposal Creation	Configure, Price, Quote (Pricing Analytics)	Account & Opportunity Planning/Mgmt	Sales Process Activity Mgmt (Account/Opp), Contract Life-Cycle Mgmt
Why Buy & From You		PowerPoint®	ROI Calculators (Value Management)	Buyer Consensus Value Selling	Reference Management	Channel/Distributor Management
When & How to Engage		Phone & Email Online Meeting	Meeting Schedulers PowerPoint® Outreach Cadence	Sales Prospecting & Engagement Presentation Builders	Sales Enablement Video Selling Personalization/Social Tactile Selling	AI Email Outreach Buyer Portals AI Mtg Note Taking
Who to Sell to & Why		Internet Search Lead Clipping	Lead List Building Web Visitor Tracking	Call-Back Lead Capture Email Auto-Reply Mining	Account Targeting/GTM Intent Lead Scoring	Database Cleanse/Append

InsightSquared ties in the Black Belt and relates to Sales Process and Sales Activities Management .

InsightSquared provides customized sales funnel and data-driven sales activities automation, which can help the sales reps to close the opportunities more effectively.

TECHNOLOGY FEATURES & IMPORTANCE, DIFFERENCE, RELEVANCE ANALYSIS

Technology Features

➔ **Report & Dashboard :** organizing complex information and visualize it through graphic techniques

➔ **Data preparation:** connect to and collect a wide range of enterprise data source and write it into CRM system

➔ **Data modeling blending:** data querying, filtering and combining data from different sources

➔ **Self-service :** allowing users to customize report and collaborate, share and automatically suggest report/dashboard format

➔ **Predictive analytics :** scoring leads, identifying high-probability opportunity and potential risks and sales forecasting

➔ **Customer journey based sales funnel management**

➔ **Sales force automation:** pipeline visibility,opportunity management and activity tracking

➔ **Integration:** integrating with other systems/APIs

➔ **AI sales assistant:** automated, customized AI coaching to guide selling process

*Source of Differentiation analysis: https://www.g2.com/products/insightsquared/reviews

Features	SalesForce Einstein	Clari	Looker	Tableau Desktop	Domo	Sissense	InsightSqaured
Report & Dashboard : organizing complex information and visualize it through graphic techniques							
Data preparation: connect to and collect a wide range of enterprise data source and automatically write it into CRM system							
Data modeling blending: data querying, filtering and combining data from different sources							
Self-service : allowing users to customize report and collaborate, share and automatically suggest report/dashboard format							
Predictive analytics : scoring leads, identifying high-probability opportunity and potential risks and sales forecasting							
Customer journey based sales funnel management							
Sales force automation: pipeline visibility,opportunity management and activity tracking							
Integration: integrating with other systems/APIs							
AI sales assistant: automated, customized AI coaching to guide selling process							
		Offered		Partially Offered		Not offered	

Features	Offered by /7	Market Avalability	Difference Score	Scaled to 7	Importance Score/7	Relevence Score/7	Differentiating Attribute	About InsightSqaured
Report & Dashboard : organizing complex information and visualize it through graphic techniques	7	100%	14%	1	3	3		
Data preparation: connect to and collect a wide range of enterprise data source and automatically write it into CRM system	4	57%	33%	2.3	5	11.5		
Data modeling blending: data querying, filtering and combining data from different sources	6	86%	14%	1	5	5		
Self-service : allowing users to customize report and collaborate, share and automatically suggest report/dashboard format	5	72%	28%	1.96	5	9.8		
Predictive analytics : scoring leads, identifying high-probability opportunity and potential risks and sales forecasting	3	43%	57%	3.9	7	27.3	> AVG	*
Customer journey based sales funnel management	1	14%	86%	6	7	42	> AVG	***
Sales force automation: pipeline visibility,opportunity management and activity tracking	4	57%	43%	3	5	15		
Integration: integrating with other systems/APIs	7	100%	14%	1	6	6		
AI sales assistant: automated, customized AI coaching to guide selling process	2	29%	71%	5	6	30	> AVG	**
Relevence & Differenctiation Results						16.62222222	vs. Relevence Score AVG	

To solve the weaknesses that InsightSquared has, we will improve in following aspects:

POTENTIAL IMPROVEMENT

- **Customer Support:**

-**Recruitment:** With the business expanding, InsightSquared existing customer service team can not handle the massive requests from different customers.Next step InsightSquared should invest more on providing better customer service and technical support. Recruit more people in customer support team to deliver timely response to customers' requests i.s needed

-**Key Account Exclusive Assistant:**For key accounts, InsightSquared needs to set exclusive assistants to support their system without delay. The assistants can collect customer feedback and report to the improve the service and user experience.

- **System Update:**

Report & Analytics: InsightSquared does a great job for basic data visualization, but not for a complicated one. If the users need to build out a 360-degree view of the customers, they will need to use another solution. To better meet customers' needs, InsightSquared needs to improve the report features in the future that users can use them to do sophisticated data visualization by graphs and charts.

Data Preparation: InsightSquared has some lags when information is updated in Salesforce and when users see it reflected in InsightSquared. The delay is not usually more than 30 minutes. Therefore, InsightSquared should better synchronize with other systems.

Data Modeling and Blending : Now InsightSquared cannot support complicated filters. It can do simple or one-way data filtering, but cannot slice it in a certain way. Therefore, in the future InsightSquared should help users to create multiple tiers of different filter in the sametime.

Tech and Potential Barriers to Entry

1.InsightSquared finds customers' pain points and does a great job to solve them, both in depth and breadth.
It has high performances in activity capture, guided selling, interactive reporting, AI-forecasting and dashboards to target the six inefficiencies.

2.InsightSquared builds up great relationships with its customers.
InsightSquared has a high customer satisfaction score*. According to G2 reviews, compared to its competitors, InsightSquared is easy of setup, training, launch and data visualization.

3.InsightSquared has competitive advantages in AI sales assistant and machine learning.
As the leader, InsightSquared has more real-business world data to feed their algorithm and get more accurate model and forecasting results.

InsightSquared
Swept the
Competition!

G2 | CROWD
• LEADER •
SUMMER 2017

Switching Costs for Customers and Users

1.Monetary cost.

InsightSquared is a cost-effective Sales Intelligence system. No matter the customers want to switch to what systems, they need to pay for new consulting fees and usage packages.

2.Time cost.

Switching to a new system needs time for searching, comparing, settling, training and implementing. All steps cost lots of time for both managers and reps. Among them, training session is the most critical part. Once you switch to a new system, you need to setup a new training team, train your sales reps and managers, and encourage them to implement it.

3.Data transformation cost.

SFA system needs real-time and real-business data to support. For most users, data transformation spends their most time and leads to complaints. InsightSquared can automatically synchronize sales data into the system, which helps users save lots of time and energy.