Using Company Surge® Intent data with Sailes

What does Sailes® do?

Sailes® delivers pure prospecting magic with AI for sales on autopilot. Sailes' AI is unique to every Account Executive and completes every step of prospecting - from research and discovery to engagement, intelligent interaction, and delivery of revenue opportunities - autonomously.

Sailebot® is patent-pending and trusted by top-tier executives and teams in Fortune 1000 to Fortune 50 companies. Founded by sales leaders for sales leaders, Sailes builds innovative solutions that make your teams more effective and human.

How does Sailes® use Intent data?

Identify prospects' needs: Sailes® uses Intent data to identify the products or services prospects are actively researching, allowing for targeted engagement based on their current interests.

Automated account addition: Sailes® leverages Intent data to automatically add accounts to their Sailebots when relevant topics are detected in searches.

Enhanced customer alignment: Sailes® ensures that the services or products offered by its customers align with prospects' needs. This alignment increases the likelihood of successful engagements, connecting enterprises with prospects actively seeking their specific solutions.

What are the benefits of this integration?

- **Prospect identification:** Target prospects already researching relevant topics, focusing on high-potential leads

- **Customer alignment:** Personalize engagement based on current research trends, improving interaction success

- **Continuous learning:** Continuously optimize strategies and stay up-to-date with market trends and prospect behaviors

For more information, please visit bombora.com or sailes.com.