



Series D Startup: 3.2x More Meetings Booked

Industry: Technology **Company Size:** 1,200+ Employees **Sales Motion:** Midmarket; Commercial

220%

Increase in Meetings Booked

The Problem

The company's sales motion often includes displacement of existing competitors. In analyzing their past wins and losses, the company recognized that its sellers weren't meeting expectations when it came to generating buyer interest through outbound sales.

As the product and market segment matured, the leadership sought to similarly adopt refined sales practices from more established competitors – buyer-first personalization being one of them.

110%

Increase In Email Response Rate

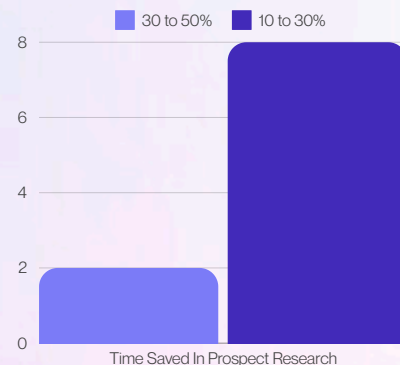
24%

Time Saving During Research

The Approach

In a strategic move to enhance their sales approach, the company decided to adopt Humantic AI, known for its ability to foster buyer trust. This decision was driven by the firm's recognition of the critical role first impressions play in generating buyer interest.

To assess the impact of its buyer-first initiative, leadership set up a methodical evaluation strategy.



The company wanted to leverage an AI solution that seamlessly integrates with its existing tech stack which was comprehensive.

The team noticed that the trust and relationships established by sellers in their first touch often led to wins down the funnel.

Beyond tangible sales outcomes, the team was also able to save 24% of their prospect research time on the average.



I was able to understand my buyer's personalities when I was running discovery calls and that actually sped up the conversation considerably!



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