PREDICTIVE **PLAYBOOKS**

Playbooks is an AI-powered sales application within the AI System of Growth that directs strategic sales teams to connect to the right people and to build better pipeline fast. Playbooks guides reps with custom or pre-built engagement strategies called Plays, and improves sales performance at each stage in the sales process.

The fuel to our AI engine is Collective Intelligence sales data. This includes insights from the successes and failures of billions of sales interactions on the platform. We combine it with your data to give reps meaningful recommendations that improve sales effectiveness by answering the most fundamental sales questions:

- Who should I target?
- How and when should I engage?
- How do I stay organized?

Who Should I Target?

Playbooks' AI engine sorts leads and accounts by their likelihood to connect and buy. Playbooks enables reps to prioritize who they should engage using either rules-based selection, AI-based selection or a combination of both.
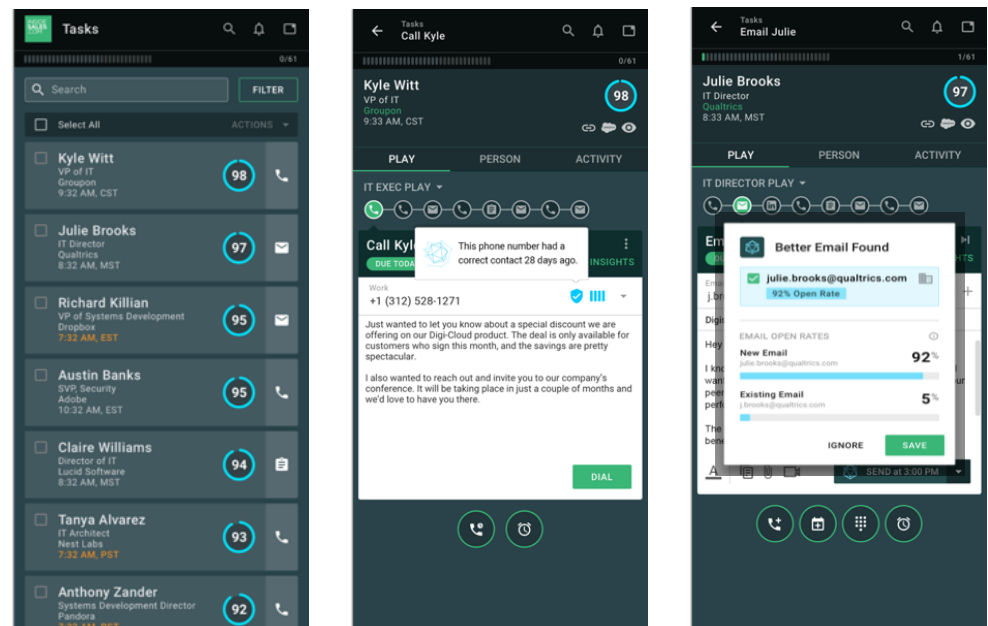
Key Benefits

- Build better pipeline fast with insights from InsideSales.com's cross-company sales data

- Manage sales engagement end-to-end with customized multi-channel Plays

- Insight into what reps are doing, what's working and how you can uncover more value

Key Features

- **Predictive** - navigate sales engagement using insights from the successes and failures of all sellers on the platform

- **Sales strategies** - optimize sales strategy with customizable Plays that guide reps

- **Flexible** - easy-to-install browser extension that follows reps across the web

- **Automatic data capture** - sales activity automatically recorded

Figure 1: Playbooks screenshots

How and When Should I Engage?

Our AI leverages data insights from all sellers on the platform to show reps in real-time the best contact method and the best time to engage their prospects, based on what other sales reps have done. Playbooks can even schedule emails to send when customers are most likely to respond.

PHONE — EMAIL — VOICEMAIL — VIDEO — LINKEDIN — DIRECT MAIL

Figure 2: Plays allow reps to easily adopt engagement best practices

How Do I Stay Organized?

Playbooks automatically reminds reps when to follow up with customers and in which channel. Plays include cue cards, activity history for each contact and active insights pulled from multiple 3rd party sources, including LinkedIn Sales Navigator. Reps can deliver personalized messages to the right people at the right time.

Insights to Uncover Hidden Value

Neural Insights is a sales insights & reporting tool in Playbooks. It gives sales leaders a data rich view of who's working and what's working, and guides them maximize performance by uncovering hidden value they didn't know existed.
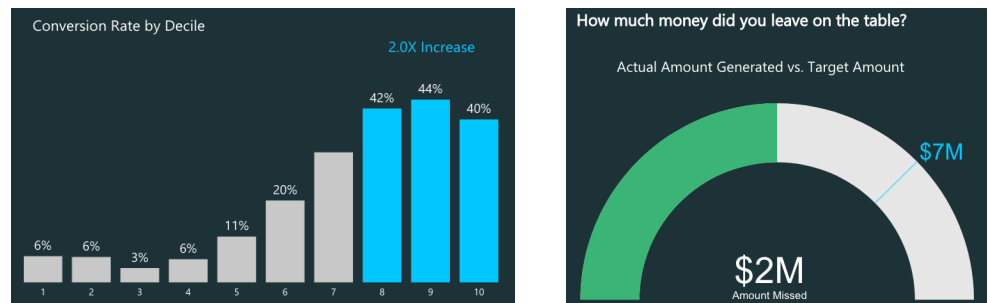

Figure 3: Snapshots of Neural Insights within Playbooks

Artificial Intelligence

Playbooks scores and prioritizes contacts and accounts with AI based on likelihood to connect and buy, and more

Plays

Strategic contact strategies that guide and automatically remind reps what to do next

Email Tracking

Email opens, link clicks and attachments are all tracked and notify reps in real-time

Email Templates

Enforce standardized email templates that allow reps to personalize each message; with merge fields and video

CRM Sync

All sales activities and record updates are automatically synced to the CRM

Call Recording & Monitoring

Flexible recording and monitoring; internationally compliant; flexibility to record only the agent or turn off recording based on area code

NeuralSend

Schedule emails to send at a time AI recommends most likely to get a response, based on cross-company sales behavior data

LocalPresence

When reps dial from Playbooks, prospects see local numbers, increasing contact rates, and calls back to that number are routed back to the right rep

Reports

Playbooks works with the CRM to provide native sales reporting in addition to Neural Insights

Voicemail Drop

Reps save time by pre-recording voice messages and leaving them with a single click

Appointment Scheduling

Reps improve productivity by scheduling appointments directly from the Playbooks panel