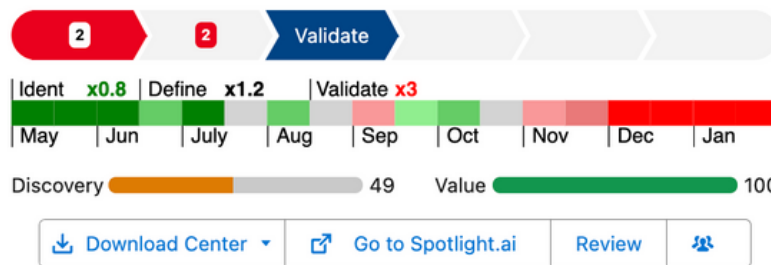




An army of GTM agents on every stage, of every opportunity

spotlight 17



12 months Impact

CONVERSION

7.7% >>> 12.5%

62%

\$5.8M

Direct \$ Impact

ACV

\$129K >>> \$145K

13%

4,485

Workdays saved

Bottom-up traceability.

Accelerate deal velocity and increase win rates with actionable AI-driven recommendations.

"If I had the kind of visibility Spotlight gives when I was a CRO, I could have been proactive and saved 50% of deals that slipped at the end of the quarter."

Tom Schodorf, Splunk, X-CRO, GTM Board member & Author of "Success Cadence"

First Quarter Impact

CONVERSION

28% >>> 41%

46%

\$1.4M

Direct \$ Impact

ACV

\$43K >>> \$50K

17%

6,058

Workdays saved

Improve pipeline predictability and sales team efficiency.

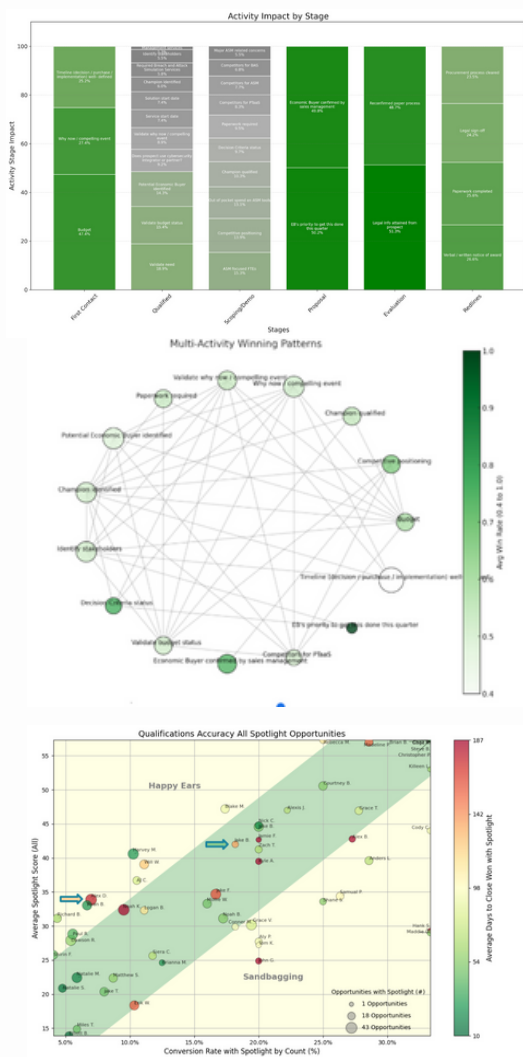
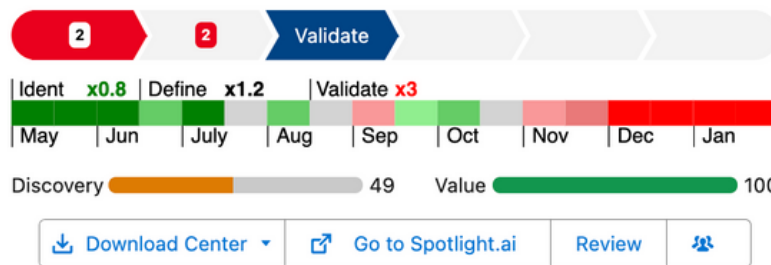
Adaptive discovery and structured data generation, minimizing manual effort.

Discover how **Spotlight.ai** can transform your sales process. Visit www.spotlight.ai to learn more and schedule a demo.





X-ray vision into your GTM



1. PIPELINE

From Voice of Customer to structured data, to real-time visibility into deal progression, timelines, and opportunity scores, so you can forecast revenue with accuracy and eliminate surprises.



2. WINNING PATTERNS

Analyze structured data across opportunities to pinpoint what drives success, helping you focus on high-value deals and strategies that consistently close.



3. PEOPLE

Use data-driven insights to identify rep behaviors—like overpromising or sandbagging—and provide tailored coaching to improve performance and alignment.



AI-DRIVEN DEAL EXECUTION

Turn unstructured data, like call transcripts, into structured solutions aligned with your sales methodology.



BUSINESS VALUE CREATION

Streamline and scale the creation of complex business cases tailored to client needs.



PIPELINE AND TEAM ANALYSIS

Gain deep visibility into pipeline health, team productivity, winning patterns, and leading indicators.



SEAMLESS INTEGRATION

Native Salesforce app and standalone options for flexible deployment.