



Cognism for sales

Winning pipeline starts with knowing who to contact, when to reach out, and why it matters.

Cognism gives sales teams the data fluency required to identify their next best opportunity and engage decision-makers with confidence.

By combining account signals, AI-powered insights and verified contact information, we enable sellers to connect with decision-makers faster and engage accounts at the moment they are most likely to buy.

Instead of spending hours researching companies and building lists, sellers receive prioritised opportunities, recommended contacts and actionable insights aligned to their target accounts.



How Cognism helps sales teams

Cognism Sales Intelligence supports the entire prospecting workflow, helping sellers identify opportunities, prioritise accounts and engage the right contacts.



Stay one step ahead with buyer signals

Cognism surfaces signals that indicate when buyers are ready to buy.

These signals help sellers prioritise accounts and engage prospects at the right moment.

These insights provide the context sellers need to reach the right person with the right message.



Recommended contacts within target accounts

Personalised account signals aligned to their territory

Contextual insights to improve outreach messaging

A personalised selling experience for every rep

Cognism delivers a tailored prospecting experience aligned to each seller's accounts, territories and target personas.

This ensures every seller focuses on the opportunities most likely to convert.



High-quality data for decision-makers you can reach

Cognism verifies mobile numbers using automated and manual methods to ensure that sellers can connect directly with decision-makers and move relationships forward.



The fact that Cognism enables our team to **spend less time digging and more time identifying** the right people to reach out to means we can deliver real success for our clients.



Cameron Bayliss
Operation Supervisor at Televerde

Prospect with confidence, globally

Cognism is built on a compliance-first data foundation that enables organisations to prospect responsibly and securely.

Sales Intelligence supports global prospecting by adhering to strict regulatory standards.



Global data compliance

Cognism complies with major global data regulations including:



These standards ensure organisations can use sales data while maintaining strong governance and security practices.



Do Not Call protection

Cognism cross-checks contact data against 15 international Do Not Call lists, helping organisations avoid regulatory breaches, maintain compliance and protect company reputation.

Generate more pipeline with smarter prospecting

Cognism enables sellers to focus their time on the activities that drive pipeline.



Real-time, accurate data

Contact and company data is continuously refreshed, ensuring sellers always work with the most up-to-date information.



Targeted outreach that converts

Intent signals, segmentation and firmographic filters help sellers prioritise high-value accounts and improve outreach efficiency.



Less research, more selling

AI-powered insights, recommended contacts and instant company summaries reduce manual research and preparation.

This can free up more than eight hours per seller each week, allowing teams to spend more time engaging prospects.



Fluent in European data

European markets demand accuracy, compliance and context.

Cognism is the only sales intelligence platform truly fluent in Europe — legally, culturally and operationally.

With account teams and data researchers based in Europe, over 4,000 companies trust Cognism to power their pipeline.



SingleStore™

Cognism has helped to massively **reduce both the amount of time** that myself, other sales leaders and the account executives are spending on **account research**. And it's also allowing us to pinpoint exactly **when we should be prospecting** into a particular account based on intelligent signals.



Alex Porter
Global Sales & BD Director
at Singlestore

Start prospecting smarter

Cognism helps revenue teams identify opportunities earlier, prioritise the right accounts and engage decision-makers with stronger context. By combining signals, AI-powered insights and high-quality contact data, Sales Intelligence transforms prospecting into a faster, insight-driven process.

Get in touch

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