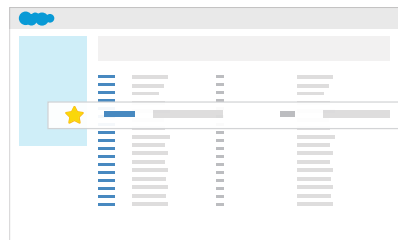




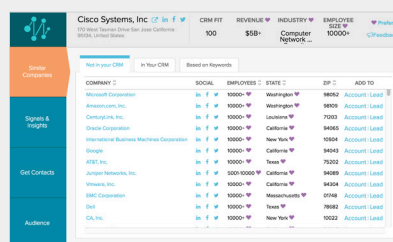
USE CASE: SALES PROSPECTING

You know exactly what your ideal customer looks like, but it's time consuming and not scalable to manually create lists of accounts to pursue. AI-enabled sales prospecting allows you to use what you know about your ideal customer to find look-alike target accounts to fill your pipeline.

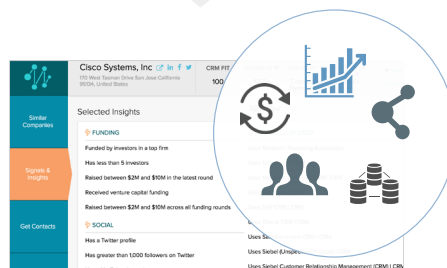
1 Start with an ideal target account or existing customer in your CRM, and open up the specific account.



2 Use the EverString panel in the CRM account view to find similar companies that are not in your CRM, and add them to your prospecting list.



3 EverString identifies signals and insights that provide context for prospecting and personalization of your outreach.



4 Use EverString's contact search to find people with relevant titles in your target accounts, and add them to your CRM.

