

AI Sales Radar

Spot sales opportunities earlier, assess them better, and follow up with intent.

Many mid-sized companies win business through referrals, website enquiries, tenders, and personal networks — yet day-to-day there is rarely time to monitor the relevant signals systematically and turn them into concrete sales actions. The **AI Sales Radar** captures, evaluates, and prioritises market, customer, and sales signals — giving you a clear view of the right target accounts, real triggers, and the sensible next step.

— THE PROBLEM

Sales in mid-sized firms runs largely on experience. Information sits scattered across email, CRM, LinkedIn, enquiries, and personal notes — and many opportunities are never followed up consistently.

- ✗ Target accounts aren't monitored systematically
- ✗ Sales signals get lost in day-to-day work
- ✗ Follow-ups happen too late — or not at all
- ✗ CRM data is incomplete or out of date
- ✗ Website leads aren't cleanly qualified
- ✗ Sales depends heavily on individual people

The result: a lot of reacting, but too little deliberate steering.

— THE SOLUTION

An AI-supported solution for the structured monitoring, evaluation, and preparation of sales opportunities. It gathers information from defined sources and translates it into actionable prompts for your sales team.

"Which new leads should be worked first?"

"Which existing customers are ready for another offer?"

"Which companies fit our ideal-customer profile?"

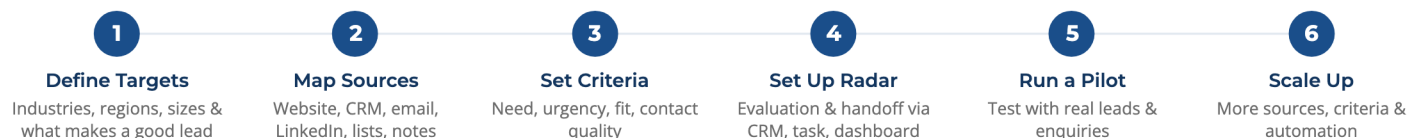
"Which enquiries look ready to buy or strategically important?"

"What does sales need to know before the first call?"

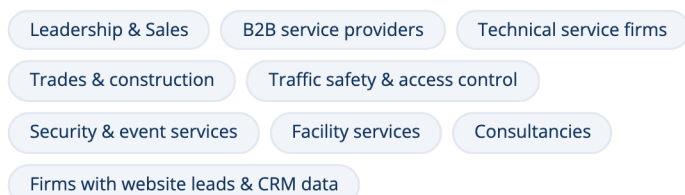
— THE BENEFITS — scattered information becomes concrete sales prompts.

- ✓ Better prioritisation of leads & target accounts
- ✓ Structured preparation for first conversations
- ✓ Better follow-up on enquiries & referrals
- ✓ Better use of existing CRM and customer data
- ✓ Earlier detection of relevant sales triggers
- ✓ Less manual research before making contact
- ✓ Cleaner handoffs across marketing, sales & leadership
- ✓ Targeted outreach instead of generic prospecting

— HOW IT WORKS



— WHO IT'S FOR



NEXT STEP

Start with a compact **Sales Radar Check**: which target accounts are relevant, which sources you already have, and which signals can power acquisition and follow-up.

Request the AI Sales Radar →