

SELL SMARTER WITH

salesPRISM™



Lattice Engines is the leader in B2B sales intelligence software helping Fortune 5000 companies Sell Smarter and achieve a 6-14% increase in sales productivity within one year of deployment through *Intelligent Targeting*, *Contextual Conversations*, and *Measurable Execution*. You will achieve immediate productivity gains with our rapid deployments and seamless CRM integration.



Intelligent Targeting

Identify customers and prospects most likely to buy your products and services. *salesPRISM* sales intelligence software uses predictive analytics to uncover patterns in how customers buy from you, transforming the broadest array of internal and external data into ongoing, accountspecific actions.



Contextual Conversations

Arm your reps with relevant, timely and dynamically-updated talking points that resonate with decision-makers. Gain access to more decision makers and make the most of each meeting.

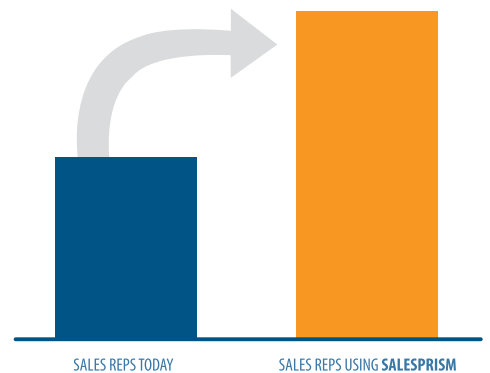


Measurable Execution

Organize rep selling time systematically with Plays, segment-specific sales campaigns that guide reps on when and how to engage with each customer and prospect.

6-14%

INCREASE IN SALES PRODUCTIVITY



“Lattice Engines is a game changer for my reps and for Dell.”

Crissy Welhoelter, Regional Sales Leader
Dell Small and Medium Business

INTERNAL & EXTERNAL DATA PREDICTIVE ANALYTICS

INCREASE SALES PRODUCTIVITY



 **salesPRISM™**

combines robust data integration, sophisticated predictive analytics, and an intuitive interface for sales reps.

Integrates the Broadest Array of Internal and External Data

salesPRISM's robust, proprietary data management environment integrates the broadest spectrum of internal data (e.g., customer billing history), 3rd party external data (e.g., revenue, employees) and Lattice Engines proprietary data (e.g., predictive business events) to create, manage and update the most complete profile of your customers and prospects.

Proven Predictive Analytics for B2B Sales and Marketing

salesPRISM is powered by sophisticated predictive analytics: algorithms tuned specifically for B2B sales objectives such as new customer acquisition, cross-selling and retention. The algorithms identify critical behavioral and purchase patterns and create account-specific actions for reps on which accounts and contacts to target and what messaging will resonate most with decision-makers.

Intuitive User Interface Designed for Sales Reps

salesPRISM's user interface was developed through hundreds of interviews with sales reps. It is intuitive, easy-to-use and requires no input from sales reps. *salesPRISM* integrates seamlessly into existing CRM workflows to ensure that reps are spending more time selling and less time researching.