

# Optimize Your Revenue Operations and Pipeline Generation Engine

## Streamline Territory Planning, Account Plan Execution, and Resource Allocation

Today's go-to-market (GTM) teams are being forced to do more with less, as macroeconomic conditions continue to impose tighter budget and resourcing constraints across sales, marketing, and customer success functions. As a result, GTM teams must maximize revenue operations across customers and prospects, using a previously unmatched level of operational rigor to build and convert pipeline more effectively. In order to achieve this operational excellence, a sales planning process is often undertaken.

We know that GTM teams, such as yourselves, are facing:

- Limited access to GTM data to make informed, data-driven territory planning and design decisions.
- Unstructured offline account planning processes that lack reinforcement and the ability to validate execution.
- Limited capabilities to measure and iterate progress against operational plans.

People.ai provides clarity into your planning exercises so that your sales territories are designed properly, your account planning processes are operationalized effectively, and your resources are allocated more efficiently.

With People.ai, GTM teams can now:

- Take a data-driven approach to designing equitable sales territories.
- Operationalize their account planning methodology, process, and strategy directly within their CRM.
- Use GTM data to measure, adjust, and reallocate supporting resources as needed.



“People.ai is a crucial GTM partner that's helping us shape our future, not simply react to it.

It's played a key role in our sales team's success.”



Ryan Azus  
Chief Revenue Officer



TRUSTED BY THE WORLD'S MOST INNOVATIVE ENTERPRISES

# Harness the Power of AI-Driven Automation and Insights for Territory Planning, Account Plan Execution, and Resource Optimization

Named the #1 leader in Customer Revenue Optimization by G2, People.ai helps sales organizations optimize people and processes across GTM functions while improving their alignment to customer needs. The results? Better territory designs, improved sales capacity, and actionable plans that will ultimately help generate more pipeline and revenue.



## Improve territory designs using account engagement data

Gain visibility into where GTM teams are spending their time and which accounts they're focused on in order to identify the gaps that are stunting growth. Then, reinvest resources where they can have the biggest return.



## Create strategic account plans and measure progress

Optimize pipeline generation and execution with account planning. Provide sales leadership with the tools to quickly operationalize their preferred account planning methodology, process, and strategy in order to drive a higher level of sales rep adoption.



## Optimize the utilization of your supporting sales ecosystem

Measure, adjust, and reallocate supporting resources. Engage accounts at the optimal times, with the right resources, throughout the customer lifecycle, thereby improving staff productivity, capacity, and job satisfaction.

## About People.ai

People.ai is the leader in guiding enterprise sales teams on the proven path to pipeline and revenue generation. The People.ai enterprise revenue intelligence platform ensures organizations speed up complex sales cycles by engaging the right people in the right accounts. Through our patented AI technology, People.ai enables sales teams to clearly see whom to engage within each of their accounts and exactly what to do to deliver the highest yielding deals. Enterprises such as AppDynamics, DataRobot, Okta, and Zoom know that people buy from people, that's why people buy from People.ai.

