

Intelligent Prospecting in Sales and Marketing

Prospecting is a crucial element in any outbound sales and marketing strategy, and can make or break a campaign. AI can streamline prospecting and uncover insight that's beyond any one human's abilities. Synetec set out to discover whether companies are using AI in intelligent prospecting across the UK, how the various features of AI services create value for businesses.

HOW DOES AI WORK IN PROSPECTING?

AI can tell you which companies are ready to buy from you right now. Machine Learning uncovers the best prospects for your sales and marketing, meaning you achieve maximum performance and don't waste time on dead leads.

For example, Synetec's own AI model has achieved a 660% fundraising revenue increase for Comic Relief. It also enabled a 178% marketing-to-revenue increase for ESET. The average improvement has been 150% across all users.

DISCOVERIES FROM RESEARCH

The audience of our research was Sales Directors and Marketing Directors, based in the UK, from companies with 50-5,000 employees. This report summarises data from 102 respondents.

Question 5 reveals to us that only a small minority of sales and marketing departments in these companies don't perform any target segmentation to identify the best targets. Over 40% report additional investment into sales or marketing recruitment in the last year, additional investment into data-based profiling is reported by 25%, indicating that allocating budget into recruitment may be misplaced.

A performance boost could be achieved by evaluating how resources are used in these companies. This is proven by answers to question 7, where respondents report time savings and performance boost among the most valuable benefits of AI prospecting.

SYNETEC AI

We take the hassle out of implementation, so you can focus on selling and marketing. The ease of use, added to the benefits offered by a trial period, together create a unique model not found anywhere else.

The success of our AI has made us so confident that we can guarantee a minimum 100% sales boost as a result of the first phase.

We have UK's top data scientist from the University of Cambridge on our team as well as international project delivery gurus. It's no wonder we won the SME Technology Innovation Excellence Award in 2020.

What we offer:

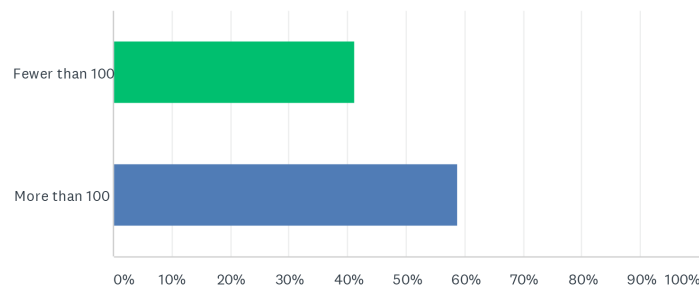
- After 12 weeks, sales performance is guaranteed to be up at least 100%.
- Try before going for a long term commitment.
- Contact details of your prime targets are fed directly into your CRM.
- Premium customer service, always.
- Bespoke reporting available to fit your needs.
- Flexibility to refine your requirements over time.
- Secure service delivered from an FCA approved environment.
- Sign up for an ongoing service after the trial.

THE NEXT STEP

After you've read the report to benchmark yourself against your competitors, contact us for a chat on how we can make sure you experience the same benefits some of them are reporting.

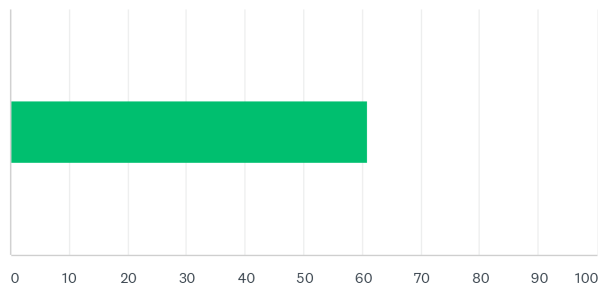
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1. HOW MANY NEW CUSTOMERS ARE YOU LOOKING TO ACQUIRE IN THE NEXT 12 MONTHS?



ANSWER CHOICES	RESPONSES	
Fewer than 100	41.18%	42
More than 100	58.82%	60
TOTAL		102

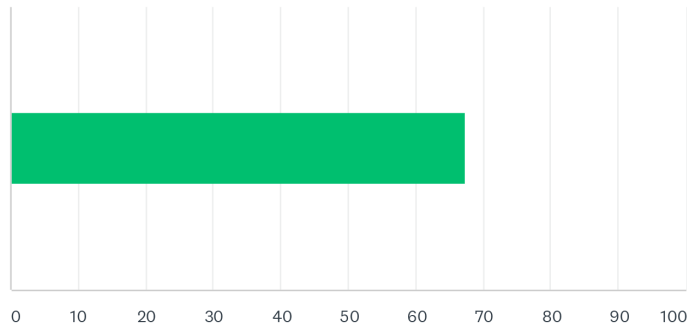
2. WHAT'S YOUR APPETITE FOR INVESTING IN GETTING THE NUMBER OF CUSTOMERS YOU'RE LOOKING TO GET?



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	61	6,220	102
Total Respondents: 102			

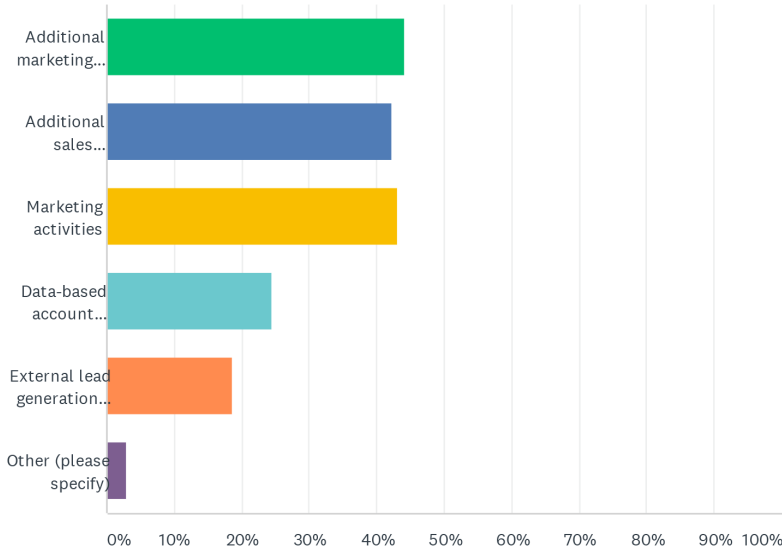
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3. HOW IMPORTANT IS IT FOR HITTING YOUR BUSINESS TARGETS THAT YOU ACQUIRE NEW CUSTOMERS?



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	67	6,874	102
Total Respondents: 102			

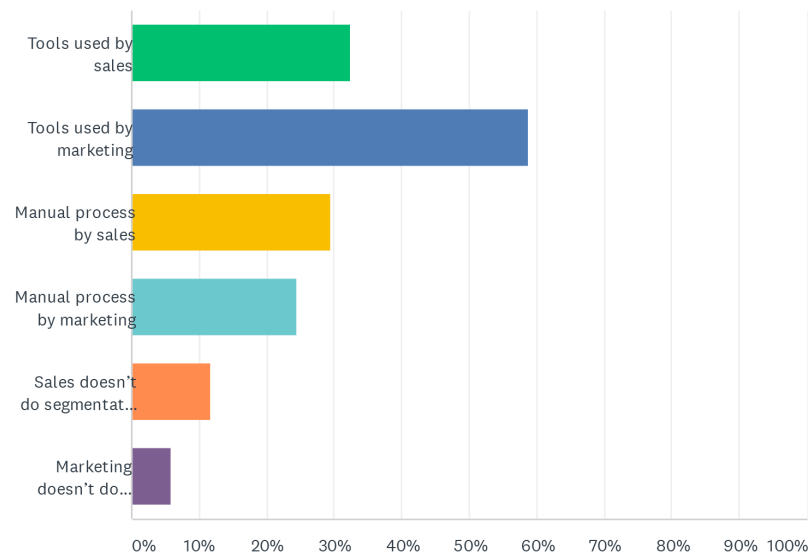
4. IN WHAT WAYS HAVE YOU INVESTED IN TRYING TO GROW YOUR CUSTOMER BASE IN THE LAST YEAR? SELECT ALL THAT APPLY.



ANSWER CHOICES	RESPONSES	
Additional marketing recruitment	44.12%	45
Additional sales recruitment	42.16%	43
Marketing activities	43.14%	44
Data-based account profiling to identify best targets (AI/data science/business intelligence)	24.51%	25
External lead generation services (e.g. telemarketing)	18.63%	19
Other (please specify)	2.94%	3
Total Respondents: 102		

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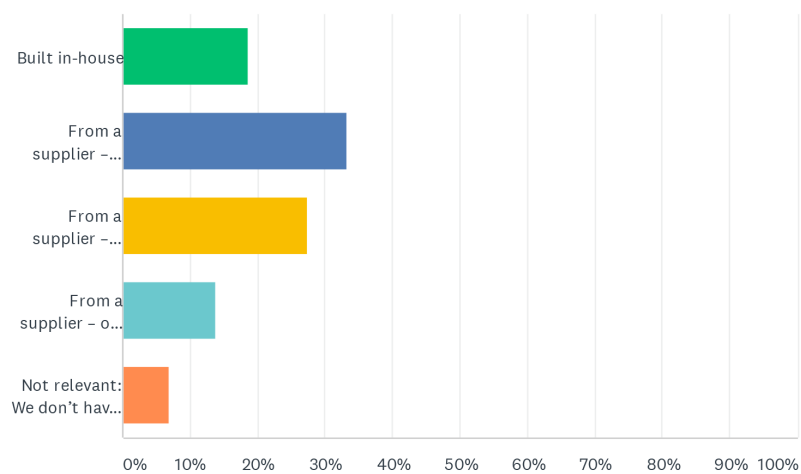
5. DO YOUR SALES AND/OR MARKETING USE INTELLIGENT TOOLS FOR SEGMENTATION AND ACCOUNT PROFILING WHEN PROSPECTING OR IS IT MANUAL? SELECT ALL THAT APPLY.



ANSWER CHOICES	RESPONSES	
Tools used by sales	32.35%	33
Tools used by marketing	58.82%	60
Manual process by sales	29.41%	30
Manual process by marketing	24.51%	25
Sales doesn't do segmentation or profiling	11.76%	12
Marketing doesn't do segmentation or profiling	5.88%	6
Total Respondents: 102		

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6. IF YOU USE AI/DATA SCIENCE, IS IT BUILT IN-HOUSE OR IS IT A SERVICE/PRODUCT BOUGHT FROM A SUPPLIER?



ANSWER CHOICES	RESPONSES	
Built in-house	18.63%	19
From a supplier – managed service	33.33%	34
From a supplier – custom made product	27.45%	28
From a supplier – off the shelf product	13.73%	14
Not relevant: We don't have one	6.86%	7
TOTAL		102

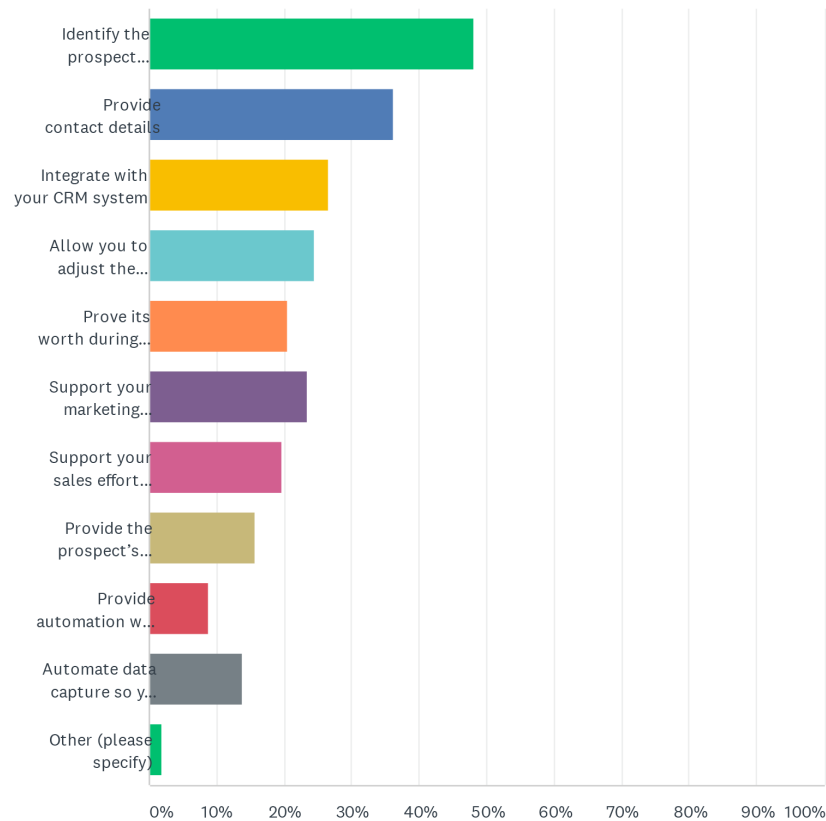
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7. WHAT ARE THE MOST VALUABLE BENEFITS ABOUT AN AI TOOL FOR SALES/MARKETING PROSPECTING?

Benefit Level											
	10	9	8	7	6	5	4	3	2	1	0
Avoid wasting time pursuing prospects that are unlikely to convert	8.00% 8	12.00% 12	18.00% 18	20.00% 20	20.00% 20	11.00% 11	6.00% 6	4.00% 4	1.00% 1	0.00% 0	0.00% 0
Avoid wasting money	19.19% 19	15.15% 15	18.18% 18	11.11% 11	13.13% 13	9.09% 9	8.08% 8	0.00% 0	2.02% 2	3.03% 3	1.01% 1
Identify the best prospects automatically	7.92% 8	15.84% 16	20.79% 21	14.85% 15	13.86% 14	8.91% 9	8.91% 9	4.95% 5	1.98% 2	0.00% 0	1.98% 2
Fresh contacts each month	18.37% 18	9.18% 9	11.22% 11	8.16% 8	15.31% 15	14.29% 14	9.18% 9	6.12% 6	5.10% 5	1.02% 1	2.04% 2
Make sure sales focus on sales, not prospecting	12.12% 12	10.10% 10	15.15% 15	15.15% 15	16.16% 16	13.13% 13	6.06% 6	4.04% 4	5.05% 5	2.02% 2	1.01% 1
Maximise sales performance	19.39% 19	12.24% 12	14.29% 14	19.39% 19	7.14% 7	6.12% 6	9.18% 9	6.12% 6	3.06% 3	2.04% 2	1.02% 1
Maximise marketing performance	16.67% 16	15.63% 15	13.54% 13	12.50% 12	11.46% 11	11.46% 11	9.38% 9	4.17% 4	3.13% 3	2.08% 2	0.00% 0

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8. WHAT WOULD AN AI PROSPECTING PRODUCT/SERVICE HAVE TO DO IF YOU USED ONE? SELECT ALL THAT APPLY.



ANSWER CHOICES	RESPONSES	
Identify the prospect accounts most likely to buy	48.04%	49
Provide contact details	36.27%	37
Integrate with your CRM system	26.47%	27
Allow you to adjust the spend level	24.51%	25
Prove its worth during a trial period	20.59%	21
Support your marketing efforts	23.53%	24
Support your sales efforts in gaining new business	19.61%	20
Provide the prospect's 'reason to engage' with you	15.69%	16
Provide automation with contacting prospects	8.82%	9
Automate data capture so your staff don't have to do it	13.73%	14
Other (please specify)	1.96%	2
Total Respondents: 102		

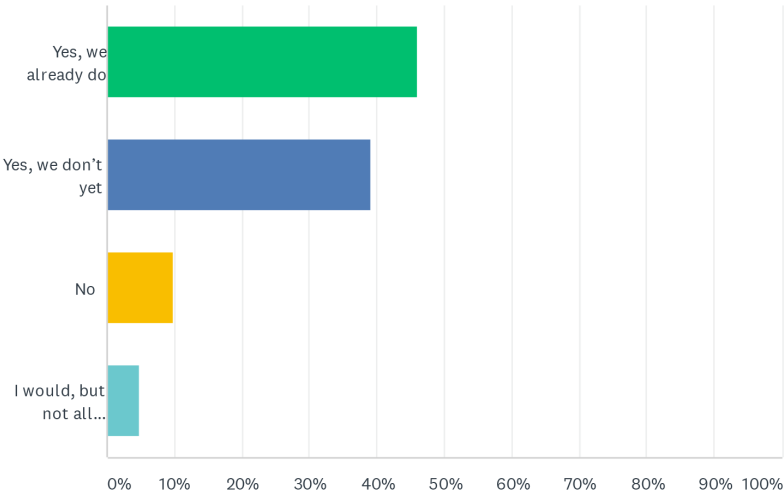
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9. WHAT DO YOU THINK ARE YOUR BIGGEST PROBLEMS WITH SALES/MARKETING?

Severity	10	9	8	7	6	5	4	3	2	1	0
Not enough staff	10.89% 11	11.88% 12	10.89% 11	14.85% 15	13.86% 14	8.91% 9	7.92% 8	7.92% 8	6.93% 7	2.97% 3	2.97% 3
Not the right staff	10.10% 10	7.07% 7	12.12% 12	16.16% 16	16.16% 16	6.06% 6	11.11% 11	12.12% 12	2.02% 2	3.03% 3	4.04% 4
Not enough budget for activities and tools	6.12% 6	12.24% 12	16.33% 16	20.41% 20	10.20% 10	9.18% 9	10.20% 10	6.12% 6	5.10% 5	0.00% 0	4.08% 4
Not getting enough revenue	10.00% 10	5.00% 5	14.00% 14	16.00% 16	17.00% 17	12.00% 12	8.00% 8	8.00% 8	5.00% 5	4.00% 4	1.00% 1
Not getting enough repeat business	5.21% 5	8.33% 8	11.46% 11	19.79% 19	16.67% 16	12.50% 12	6.25% 6	6.25% 6	4.17% 4	8.33% 8	1.04% 1
Not getting enough new customers	7.14% 7	5.10% 5	13.27% 13	18.37% 18	11.22% 11	9.18% 9	19.39% 19	8.16% 8	3.06% 3	4.08% 4	1.02% 1
Customers reluctant to buy during a pandemic	12.12% 12	9.09% 9	13.13% 13	12.12% 12	11.11% 11	16.16% 16	8.08% 8	11.11% 11	4.04% 4	3.03% 3	0.00% 0
We don't know who is likely to buy at the moment	8.16% 8	3.06% 3	11.22% 11	17.35% 17	11.22% 11	17.35% 17	10.20% 10	5.10% 5	9.18% 9	6.12% 6	1.02% 1
Deals coming through are too small	7.14% 7	3.06% 3	7.14% 7	17.35% 17	18.37% 18	11.22% 11	14.29% 14	9.18% 9	6.12% 6	6.12% 6	0.00% 0
We don't know what the right sales/marketing activities are	7.37% 7	4.21% 4	7.37% 7	22.11% 21	17.89% 17	10.53% 10	6.32% 6	7.37% 7	6.32% 6	7.37% 7	3.16% 3
Unable to persuade the prospects we go after	5.21% 5	5.21% 5	13.54% 13	12.50% 12	17.71% 17	10.42% 10	12.50% 12	8.33% 8	6.25% 6	6.25% 6	2.08% 2
We're not making the most of the tools already in use	10.20% 10	5.10% 5	11.22% 11	17.35% 17	9.18% 9	19.39% 19	9.18% 9	7.14% 7	7.14% 7	3.06% 3	1.02% 1

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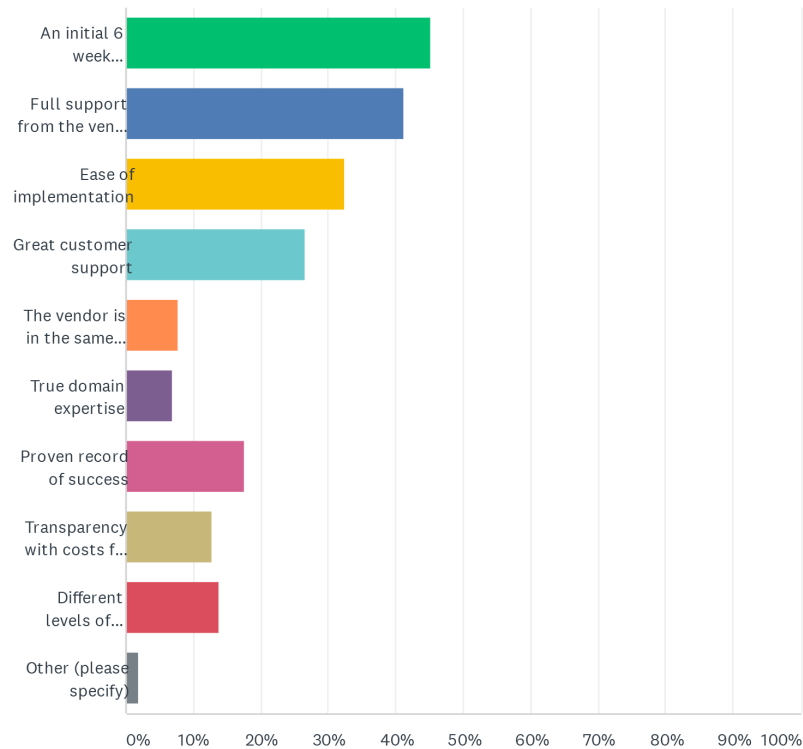
10. WOULD YOU ENGAGE WITH A COMPANY IN THE NEXT 6 MONTHS TO PROVIDE AN AI PROSPECTING TOOL IF THEY DELIVERED WHAT YOU NEED AT AN ACCEPTABLE PRICE?



ANSWER CHOICES	RESPONSES	
Yes, we already do	46.08%	47
Yes, we don't yet	39.22%	40
No	9.80%	10
I would, but not all management at my company would	4.90%	5
TOTAL		102

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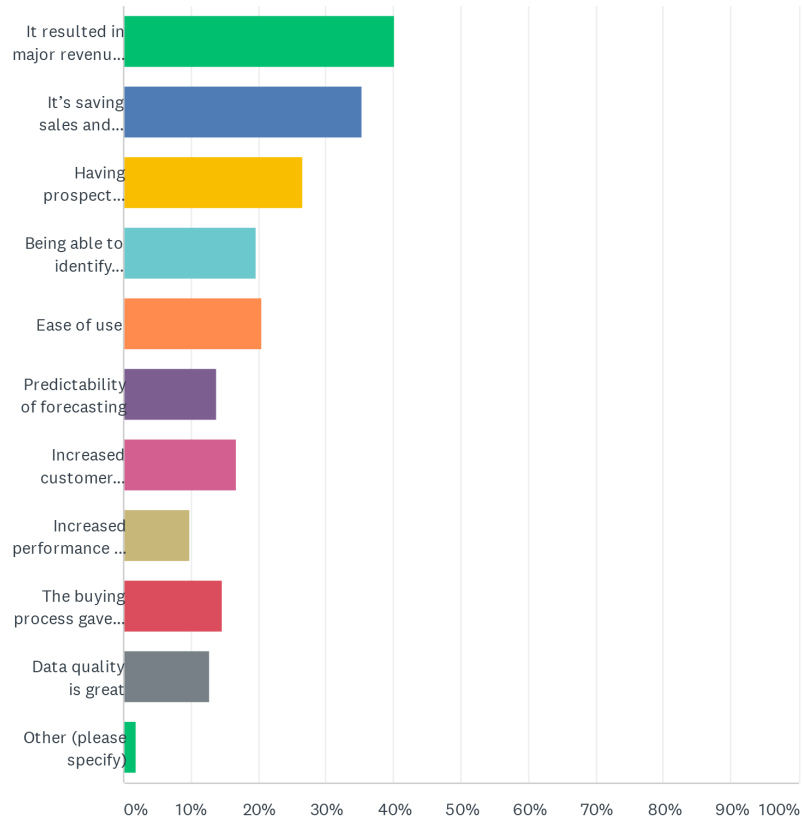
11. WHAT WOULD SET ONE AI PROSPECTING TOOL ABOVE ANY OTHERS IN YOUR MIND?



ANSWER CHOICES	RESPONSES	
An initial 6 week proof-of-value trial period to reduce risk	45.10%	46
Full support from the vendor during a trial – we make it work and show you how	41.18%	42
Ease of implementation	32.35%	33
Great customer support	26.47%	27
The vendor is in the same country as you	7.84%	8
True domain expertise	6.86%	7
Proven record of success	17.65%	18
Transparency with costs from an early stage	12.75%	13
Different levels of service so you can choose the right one	13.73%	14
Other (please specify)	1.96%	2
Total Respondents: 102		

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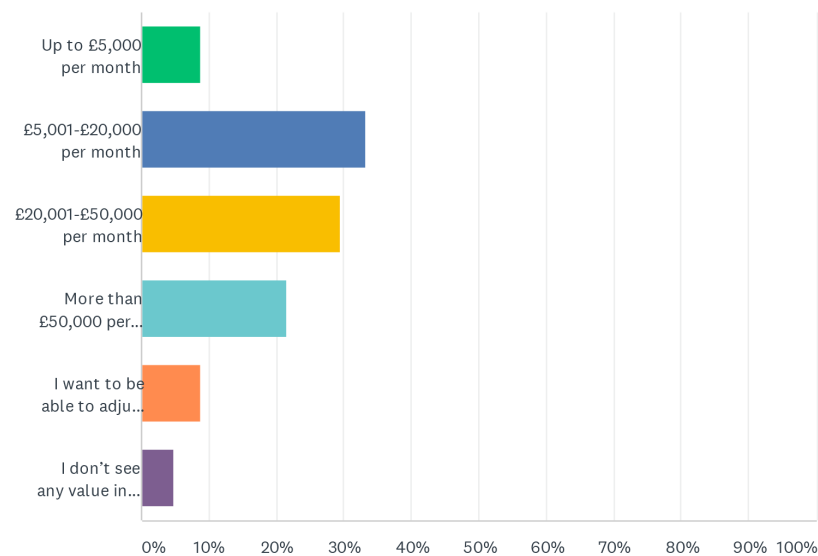
12. WHAT DO YOU SEE AS BEING THE BEST THING ABOUT AN AI FOR SALES/MARKETING PROSPECTING TOOL?



ANSWER CHOICES	RESPONSES	
It resulted in major revenue increase	40.20%	41
It's saving sales and marketing time	35.29%	36
Having prospect contact details has proven valuable	26.47%	27
Being able to identify prospects previously unknown to us	19.61%	20
Ease of use	20.59%	21
Predictability of forecasting	13.73%	14
Increased customer acquisition	16.67%	17
Increased performance of marketing campaigns	9.80%	10
The buying process gave us confidence in the product	14.71%	15
Data quality is great	12.75%	13
Other (please specify)	1.96%	2
Total Respondents: 102		

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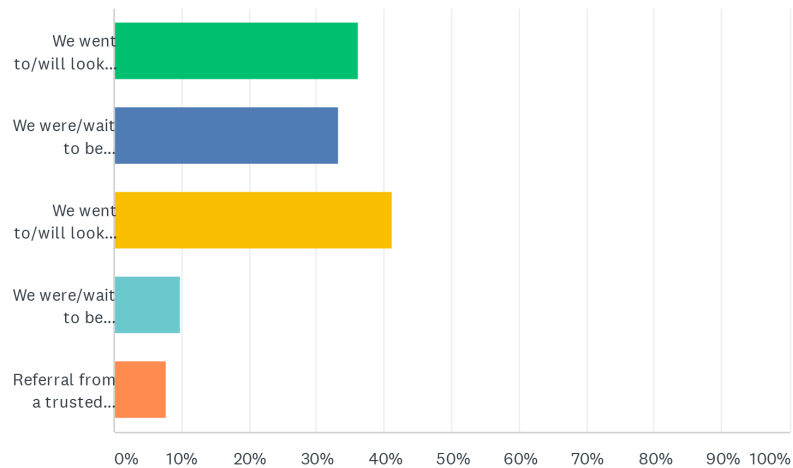
13. HOW MUCH WOULD YOU INVEST IN AN AI PROSPECTING TOOL THAT IDENTIFIES THE HOTTEST LEADS AND IMPORTS FRESH ONES DIRECTLY INTO YOUR CRM EVERY MONTH?



ANSWER CHOICES	RESPONSES	
Up to £5,000 per month	8.82%	9
£5,001-£20,000 per month	33.33%	34
£20,001-£50,000 per month	29.41%	30
More than £50,000 per month	21.57%	22
I want to be able to adjust my spend and choose the right level	8.82%	9
I don't see any value in such a tool	4.90%	5
Total Respondents: 102		

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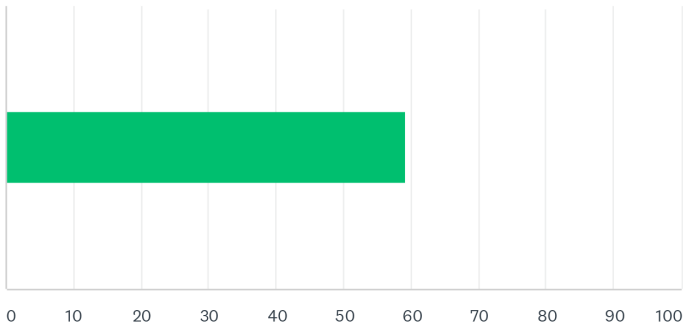
14. IF YOU'RE ALREADY USING A SIMILAR TOOL OR A SERVICE, HOW DID YOU BUY IT? IF YOU'RE NOT USING ONE, HOW WOULD YOU WISH TO BUY IT?



ANSWER CHOICES	RESPONSES	
We went to/will look for a supplier: Online interactions only.	36.27%	37
We were/wait to be approached by a supplier: Online interactions only.	33.33%	34
We went to/will look for a supplier: Online and direct interactions both involved.	41.18%	42
We were/wait to be approached by a supplier: Online and direct interactions both involved.	9.80%	10
Referral from a trusted source.	7.84%	8
Total Respondents: 102		

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15. HOW LIKELY ARE YOU TO SIGN UP FOR A TRIAL PERIOD WITH A PROSPECTING TOOL? THIS TRIAL GUARANTEES SALES PERFORMANCE INCREASE OF 100% AND IS A LOW-RISK, LOW-COMMITMENT ENGAGEMENT.



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	59	6,045	102
Total Respondents: 102			

ABOUT SYNETEC

We are the trusted partner for AI solutions and software services for operation-critical environments. We deliver highest quality services at speed, supporting operational growth by enhancing, modernising and scaling existing operations.



ABOUT SYNETEC

Get in touch for a chat on how we can get you started on AI prospecting.



synetec.co.uk/ai
info@synetec.co.uk
+44 (0)20 81444206

Synetec, 509 The Print Rooms, 164-180 Union Street, London SE1 0LH

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