**Sales leaders lack visibility into their team's activity**

A tremendous amount of selling activity occurs every day as reps work deals from opportunity to close. They send and receive emails, exchange files, and arrange and attend meetings with prospects. But, because only a fraction of this activity actually gets recorded in CRM, sales leaders lack the visibility they need to answer critical questions about their team and the business:

- Are we working all of our target accounts?

- Are priority accounts assigned to the right reps, and do they have bandwidth to pursue them?

- Is my team productive at penetrating our high-value accounts?

- Who needs coaching on how to better engage these valuable prospects?

45%
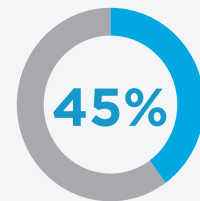
of sales reps need help prioritizing accounts and tasks*

Find out where your team is spending time to help them focus on the right accounts

Clari Team Activity tracks rep activity—automatically. It continually harvests data about meetings, emails, and files exchanged directly from sales reps' calendars and intelligently associates it with accounts from CRM. This gives sales leaders real-time visibility into who their reps are talking with at target accounts and how they're engaging them.

This means the data is always complete, accurate, and current. It also means reps no longer have to document every interaction with every client. Clari frees them up to focus their energies and talents on the right accounts and opportunities, rather than squandering valuable sell time on data entry.

COHESITY

"An accurate picture of how well-penetrated we are against target accounts has always been a challenge to come by. Clari Team Activity drives better account-based sales execution, so the team can invest selling time in the right places and actively work our most important accounts."

**Mark Parrinello,** VP Worldwide Sales, Cohesity

* According to the 2017 Sales Performance Optimization Study conducted by CSO Insights

Boost team productivity

Whether you're a small startup with ten sales reps or a huge global enterprise with hundreds of reps worldwide, you want to maximize selling time and make your team more productive. Real-time access to accurate and complete activity data paves the way to productivity.

See where reps are spending time against target accounts
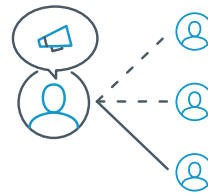
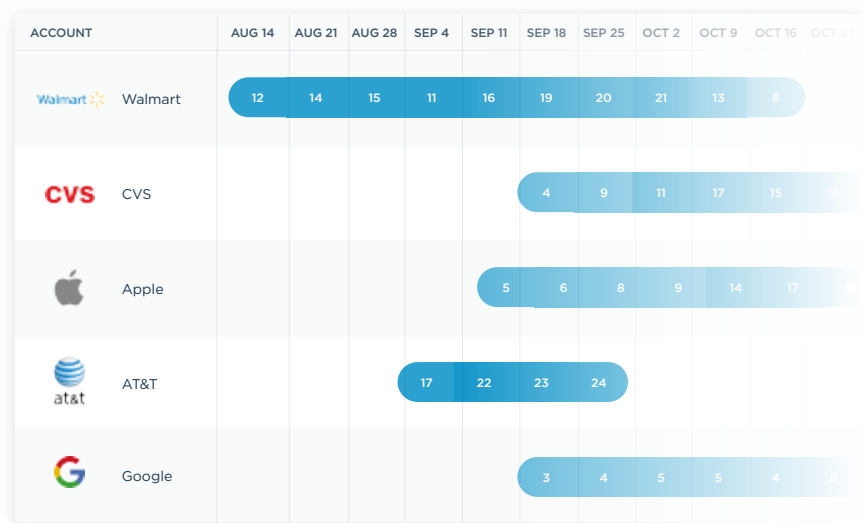**Identify** which reps are most engaged and which may need coaching

Monitor the sales activity of new reps who are still onboarding

You can use Team Activity to establish benchmarks for what successful reps are doing, track the onboarding of new reps, and leverage it to inform conversations that help sales reps focus their time and prioritize the right accounts and opportunities. Unfettered visibility into team activity also helps managers provide better, more proactive coaching and get more out of their teams.

NAME	AUG 14	AUG 21	AUG 28	SEP 4	SEP 11	SEP 18	SEP 25	OCT 2	OCT 9	OCT 16	OCT 2
MA Michael Anderson	17	14	15	18	16	13	20	17	12	11	18
JW Jason White	15	13	12	11	13	14	15	12	13	17	
RS Rebecca Sanders	23	17	11	8	18	11	9	17	13	8	1
ES Eric Smith	12	14	15	11	16	19	20	21	13	6	
CC Chris Common						4	9	11	17	15	1
JA Jennifer Andruss						5	6	8	9	14	17
BP Bill Pullman								17	22	2	
JG James Gonzales						3	4	5	5	4	

Drive better target account penetration

ACCOUNT		AUG 14	AUG 21	AUG 28	SEP 4	SEP 11	SEP 18	SEP 25	OCT 2	OCT 9	OCT 16	OCT 23
Walmart	Walmart	12	14	15	11	16	19	20	21	13	8	
CVS	CVS					4	9	11	17	15	18	
Apple	Apple				5	6	8	9	14	17		
AT&T	AT&T			17	22	23	24					
Google	Google					3	4	5	5	4	4	

Many sales teams are implementing account-based selling strategies that focus on a set of target accounts. If you're pursuing new logos, focused on upsell/cross-sell within existing accounts, or building a stronger channel business, it's critical to know if and how the team is working these key accounts.

Gain insight into what accounts are being worked and to what degree

Identify target accounts with low sales activity that may require reassignment or marketing support

See deals associated with target accounts and who's engaged on both sides, so you can help move the needle

With real-time activity data at your fingertips, you can drive better execution of account-based strategies, boost rep productivity, and empower managers to coach more effectively.

Request a demo

See how you can start leveraging Clari Team Activity to better penetrate high-value accounts for your business.

Our Customers

Here are just a few of the companies that use Clari's AI platform to understand where their team is spending time:

Marketo

Symantec

ANOMALI

Five9

CIVITAS LEARNING

instartlogic

MEDALLIA

DIGITAL GUARDIAN

okta

zendesk

Duck Creek Technologies

DATASTAX

accruent

NUTANIX

taulia

acxiom

COHESITY

conversica

Fonteva

Zerto

Br Bromium

catchpoint

clari

The most successful sales teams use Clari's AI platform to drive forecast accuracy and show their sales teams where to focus to close more business, faster.

For additional information, visit us at **Clari.com** or call **(650) 265-2111.**