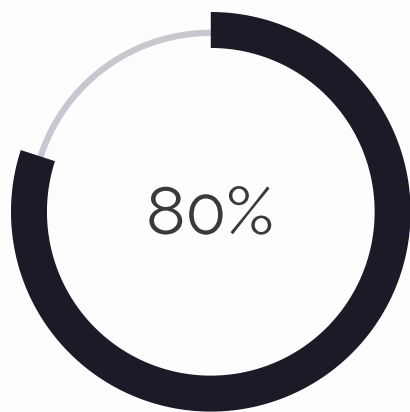


Dominate B2B Sales: Why LinkedIn is Your Essential Edge

With over 134M users daily online on LinkedIn, it only makes sense for businesses looking for B2B leads to leverage its full potential



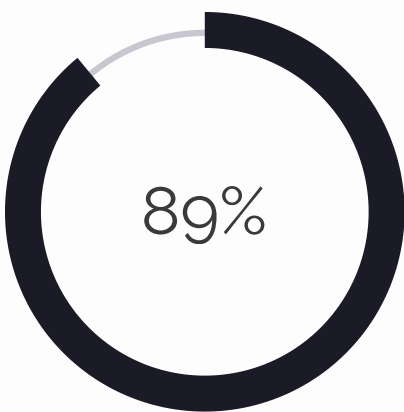
B2B Social Leads

LinkedIn fuels 80% of all B2B social leads.



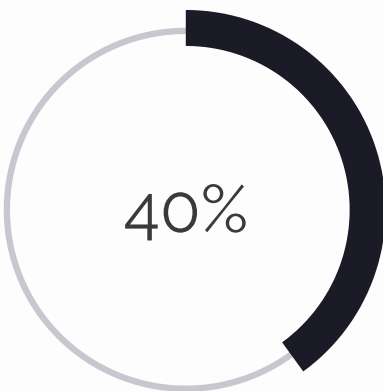
Professionals Daily

Engage with an unparalleled network, including 65M crucial decision makers



Sales Professionals

leverage LinkedIn to successfully close deals and drive revenue.



B2B Marketers

use LinkedIn for high quality leads

LinkedIn also generates 1.7 billion interactions monthly, and the number of companies active on LinkedIn have quadrupled in the 2025.

Moreover, With 89% of B2B marketers actively using LinkedIn versus just 11% on other platforms, the choice is clear.



Today's Sales Teams Face a Relevance Crisis

Information Overload

1. Sales Reps drown in information — profiles, posts, news, funding updates.
2. Manually connecting these dots is nearly impossible in real time.
3. Critical insights get lost in the noise.

Generic Outreach Falls Flat

1. Most outreach is too generic or poorly timed, reducing response rates and eroding trust.
2. Buyers expect tailored insights, not templates.
3. The cost of irrelevance is measured in lost opportunities.

Scattered Buying Signals

1. Signals of buying intent are scattered across the platform and easily missed.
2. This leads to wasted effort on cold leads and missed windows with warm ones.
3. The right moment passes unnoticed.

Not just that, Timing Has Become the New Competitive Advantage



In today's hyper-connected marketplace, when you reach out matters just as much as what you say. Precision beats volume in modern sales.



10× More Effective

A message sent at the right moment can be dramatically more effective than a well-written message sent too late.



60% Expect Recent Context

Buyers expect sellers to reference recent activity, but most reps don't notice these updates. AI can surface them instantly and automatically.



Only 21% Open to Cold Outreach

Yet they respond positively when the message references a real trigger. Timing + context = relevance.



Transform LinkedIn Into an Intelligent Sales Partner:

Instead of shooting in the dark and sending templated messages, introduce your product/service to the right leads at the right time by analyzing their profile, past activities, conversations and key highlights about their company.

Why This matters?

Users often don't understand the perceived value of a solution/product/service unless they realize the need for it. Meeting them right when they need it the most (Ex: right after a funding round/event where they have secured genuine interest/after an IPO/when there is a significant restructuring/revenue etc) makes sense

Key Features



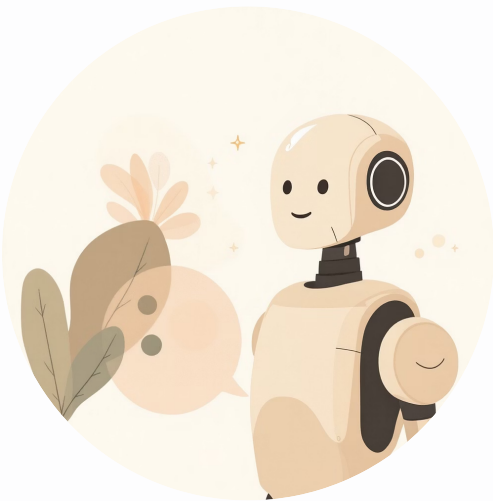
Real-Time Activity Analysis

The tool will assess which leads are of top priority based on

- past activity
- funding rounds
- event announcements
- awards won

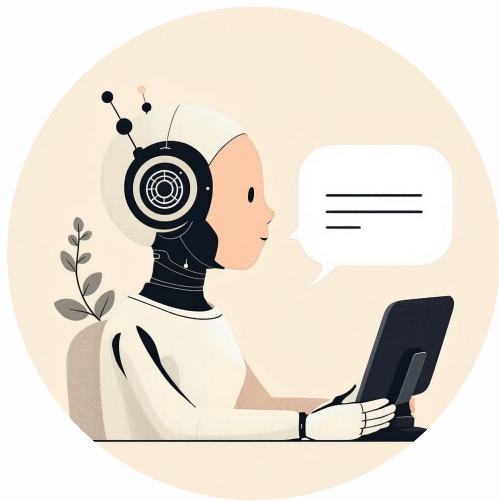
And will generate a tag for the lead.

Sales professionals instantly know whether a lead is **warm enough to engage**, ensuring effort goes where it truly matters.



Next-Best-Action Recommendations

- The tool will guide sellers through every interaction with the help of a sales coach to keep the conversation contextual and relevant.
- From "Warm Up Lead" to "Congratulate on Recent Post," AI suggests what works now.



Conversation Companion

- Co-Pilot becomes your intelligent partner and generates message drafts based on your priority ex: introduce yourself, warm up lead, reconnect after a break etc/
- Personalised, on-tone messages are generated instantly, then refined with user feedback.

Core Capabilities That Elevate Every Conversation

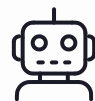
Four powerful features working in harmony to transform how you engage with prospects on LinkedIn.



Lead Insights Widget

Synthesises engagement level, last message date, and activity streak.

Sales reps know exactly which leads are warming up or cooling down, enabling data-driven prioritisation.



AI Co-Pilot

Generates context-aware messages with multiple draft options.

Each draft adapts to tone, conversation history, and the lead's recent activity for maximum relevance.



Calendar Integration

Drives faster conversions with seamless scheduling.

One click books meetings without leaving LinkedIn or losing momentum in the conversation flow.

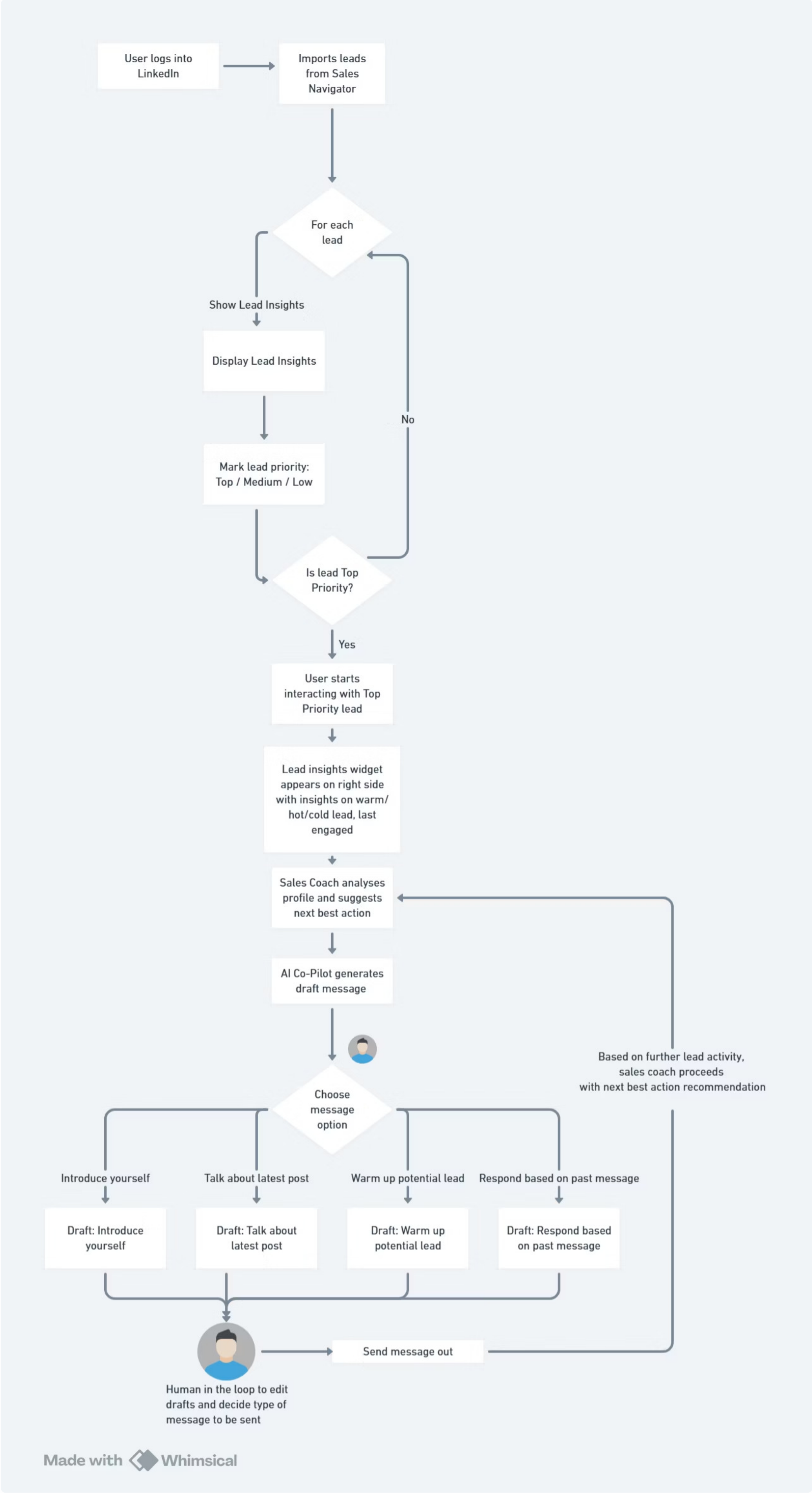


Automated Nudge System

Prevents leads from going cold with intelligent reminders.

Follow-up prompts appear when a conversation has gone silent, ensuring no opportunity slips through.

A Clear, End-to-End User Workflow



-
- ### Import Filtered Leads

From Sales Navigator with tight targeting criteria. This ensures the tool operates on high-quality lead lists from the start.
-
- ### Prioritize Leads

Sets a priority such as "High/Medium/Low" for leads that need to be engaged with, removing any doubt or procrastination
-
- ### AI Analyses Context

Instantly when a conversation starts. It reads the last message, recency signals, and LinkedIn activity, company funding, latest press releases to provide complete visibility.
-
- ### Co-Pilot Generates Drafts

Optimised outreach based on the recommended next action. Users can edit, approve, or regenerate until it's perfect.
-
- ### Real-Time Coaching

Conversation evolves with continuous AI support. Insights update dynamically and suggest optimal follow-up timing.
-
- ### Meeting Booked

In a single click through calendar integration. Turning conversations into pipeline faster than ever before.

Built for Professionals Who Rely on Precision Outreach



SDRs & BDRs

Needing scale, speed, and personalisation at once.

AI eliminates manual research and drafting fatigue.

Account Executives & Sales Managers

Focusing on conversion efficiency.

They gain better visibility into lead quality and team performance.

Recruiters, Founders & Marketers

Who initiate hundreds of conversations each month.

Better timing and clarity directly improve their outcomes.

Job Seekers & Network Builders

Who rely on meaningful outreach.

AI enabled outreach ensures every message feels human, relevant, and thoughtful.

Strategic Value for LinkedIn as a Business



Deepens Premium Reliance

AI makes paid subscriptions like Sales Navigator more valuable and sticky, driving retention and upgrades across the user base.



Increases Time-on-Platform

Enhancing conversations keeps users engaged longer. More conversations → more activity → richer data → better AI.



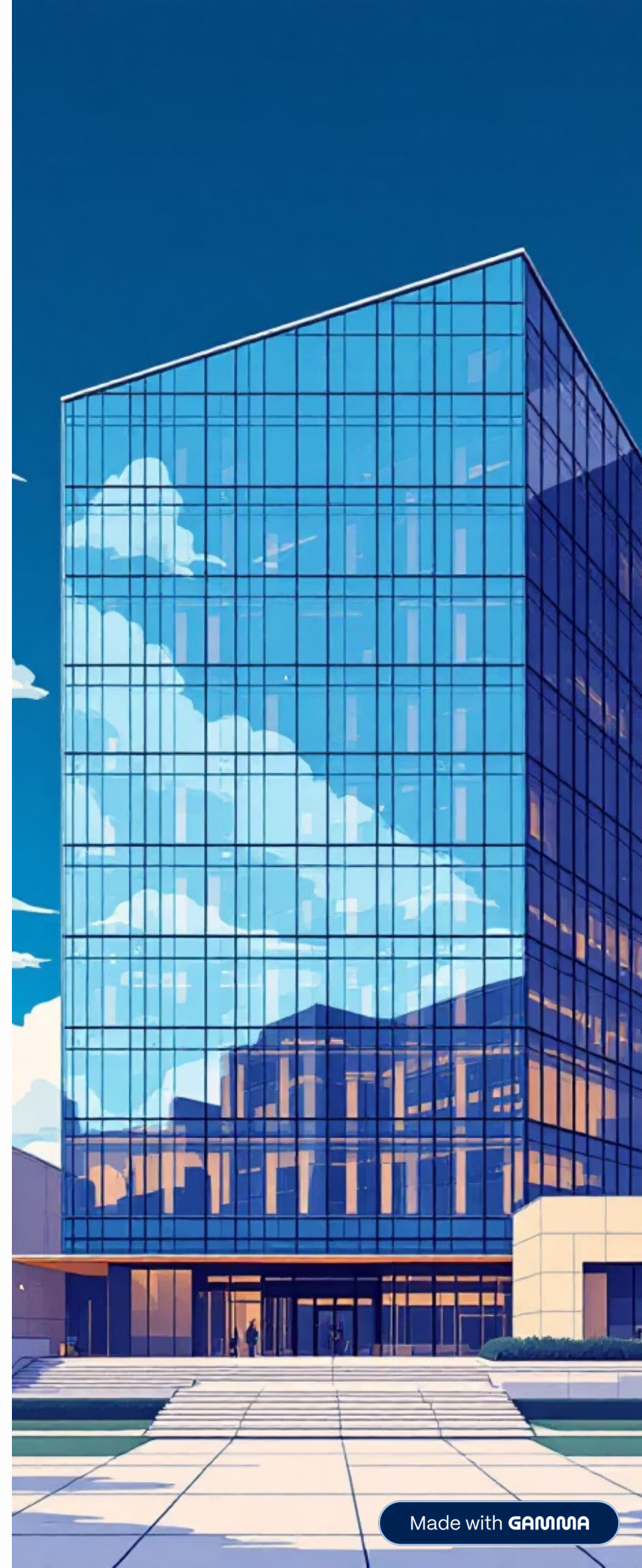
Strengthens Market Position

Solidifies LinkedIn's position as the global B2B sales engine. No competitor has this data advantage or ecosystem integration.



Unlocks New Revenue Streams

Opens pathways for AI-driven workflows. From seat upgrades to AI add-ons to enterprise bundles and beyond.





Business Impact at Scale

Measurable returns that transform pipeline generation and accelerate revenue growth across your entire sales organisation.

15–30%

Improvement in Reply Rates

Driven by better timing and personalisation. This translates directly to higher pipeline creation and more qualified opportunities.

2–3×

Faster Message Generation

Freeing reps to spend more time closing deals. AI handles the writing; humans focus on building relationships.

100%

Better Lead Prioritisation

Through engagement scoring, reps work the right leads first. Less guesswork, more strategic focus, greater wins.

More meetings booked with fewer touches, creating measurable ROI in weeks. A clear win for revenue teams and leadership.

