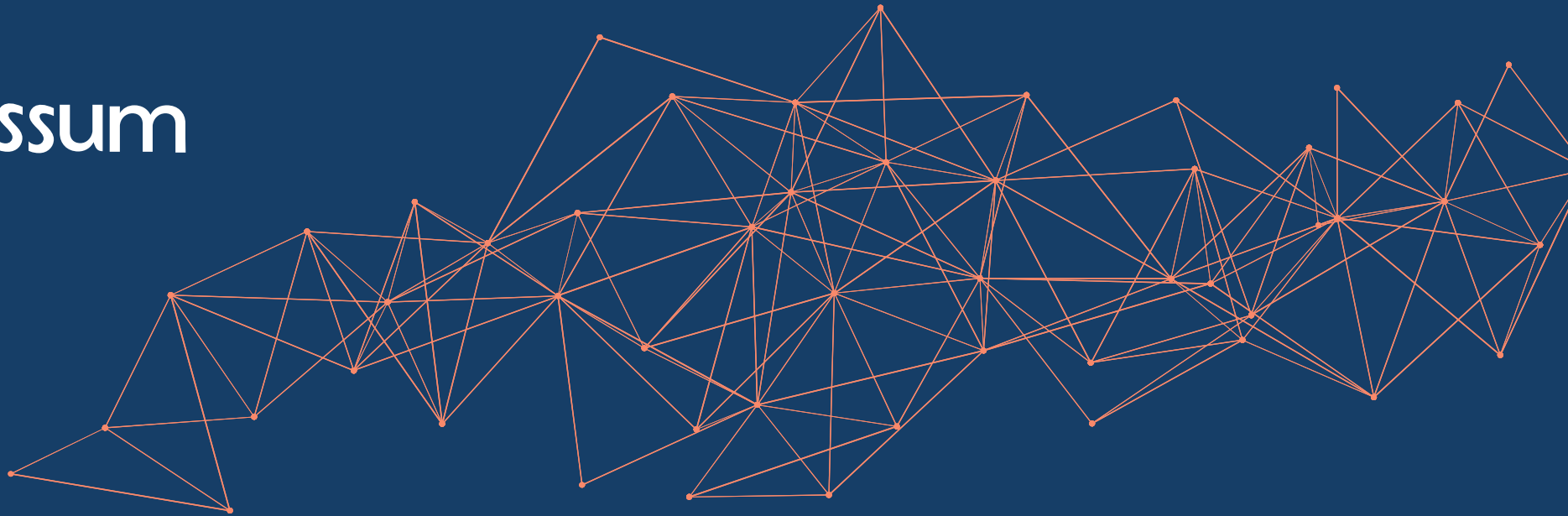


impulssum



AI & Automation in Sales Support

Customer Case

Sales people need to spend more time selling, and being enabled with effective processes around them that increase quality and reduce cost





*Automations and AI
can help to deliver*

- **Better quality communications**
- **Higher volume communications**
- **Lower cost of sales (time reduction)**

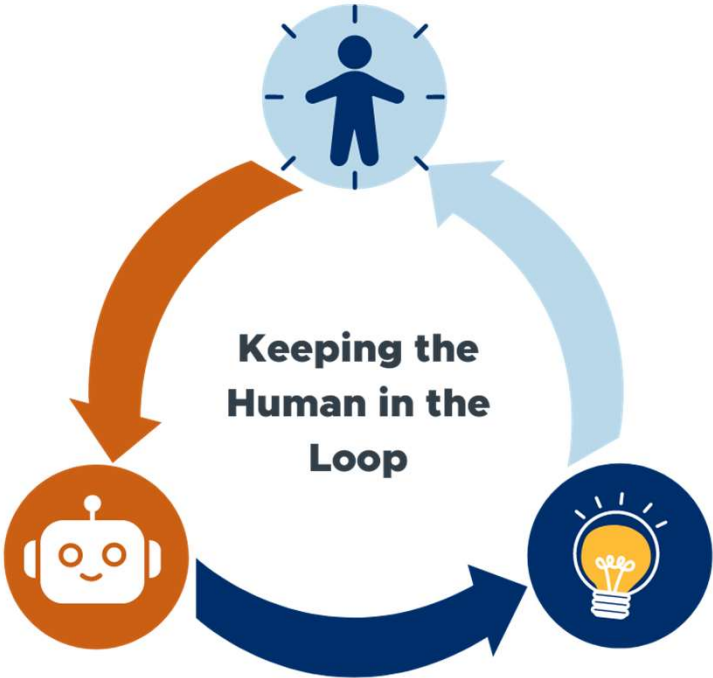
Customer case: How to increase quality of outreach, heartbeat volumes and reduce time at the same time when approaching (new) customers



Important: There are two schools when using AI for more process steps



VS.



Customer example: ICP & Target list creation



Identify ICP

Select your Ideal Customer Profile (ICP) from LinkedIn.

Set individual filters (demographics and firmographics) to identify potential prospects



Scrape target list

Scrape the target list from LinkedIn with a tool



Sharpen ICP list

Add additional information to the target list that sharpens your ICP list to the ones that really matter

Example for an MSP: Which antivirus software is used by company?



Add contact info

Add contact information with enrichment tools



Upload to CRM

Upload the target list incl. contact details and first personalization factors (e.g. which antivirus software is used) into the CRM for further activities

Customer example: ICP & Target list creation

T (Lusha) Company Techno	Find technology stack	Technologiesfound	Last Seen At - Techno	Find technology stack	Technologiesfound (2)	# Numberoftotaltechno
	100%			100%		
microsoft dynamics 365:sal...	Found 3 technologies	Microsoft Dynamics 365 Fin...	19 March 2025 at 19:26 CET	6 Keyword Matches f...	Hubspot, HubSpot Analytic...	203
salesforce	Found 2 technologies	Salesforce, Salesforce Mark...	10 August 2025 at 14:48 CE...	2 Keyword Matches f...	My Salesforce, Salesforce	136
salesforce	No Technologies Fou...			1 Keyword Matches f...	Salesforce	142
	No Technologies Fou...			No Keyword Matche...		158
	Found 2 technologies	Salesforce, Salesforce Mark...	25 August 2025 at 06:08 CE...	4 Keyword Matches f...	Pardot Mail, Pardot, My Sal...	128
hubspot	Found 4 technologies	Salesforce Marketing Cloud...	6 August 2025 at 22:52 CEST	10 Keyword Matches...	Pardot Mail, Salesforce SPF...	206
salesforce	No Technologies Fou...			3 Keyword Matches f...	My Salesforce, Salesforce S...	264
	Found 2 technologies	HubSpot Content Hub, Hub...	5 February 2025 at 01:02 CET	4 Keyword Matches f...	HubSpot Analytics, Hubspo...	154
hubspot	Found 1 technologies	Salesforce	24 September 2024 at 07:2...	3 Keyword Matches f...	My Salesforce, Salesforce, H...	161
	No Technologies Fou...			No Keyword Matche...		25
	No Technologies Fou...			No Keyword Matche...		94
	No Technologies Fou...			No Keyword Matche...		246
salesforce	Found 4 technologies	Microsoft Dynamics, AppDy...	11 August 2025 at 13:21 CE...	2 Keyword Matches f...	Pardot, Salesforce Hosted	200
	No Technologies Fou...			1 Keyword Matches f...	Hubspot	153
hubspot;microsoft dynamic...	Found 3 technologies	HubSpot, Microsoft Dynami...	20 March 2025 at 17:15 CET	2 Keyword Matches f...	My Salesforce, Salesforce	440
	Found 5 technologies	Microsoft Dynamics, Micros...	9 June 2025 at 19:05 CEST	No Keyword Matche...		38
hubspot	No Technologies Fou...			3 Keyword Matches f...	Hubspot, HubSpot CMS Hu...	157
hubspot	No Technologies Fou...			3 Keyword Matches f...	Hubspot Forms, Hubspot, H...	160
	No Technologies Fou...			1 Keyword Matches f...	My Salesforce	91

This customer is a CRM add-on, that wants to know which prospect has Salesforce, Hubspot or MS Dynamics as they naturally integrate with these CRMs

By identifying individual factors that make a prospect a better fit, we can reduce the noise of prospects in our target list that are not ideal customers

Customer example: Personalization



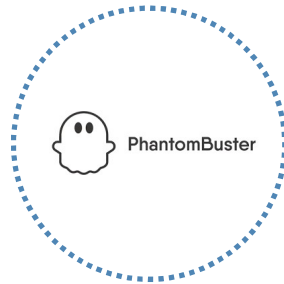
Research company

Take your target list and have ChatGPT look for open available information about the company



Research person

Take your target list and have ChatGPT look for open available information about the prospect



Scrape LinkedIn

Scrape the last 2-3 months of posts and comments posted by the company and the prospect



Form personalization

Based on the available information, create a list of hooks you could use when approaching this person

Example: "Your recent post over digital sovereignty was spot on, in particular the nuance over extraterritorial regulations"



Upload to CRM

Upload personalization into CRM for further execution

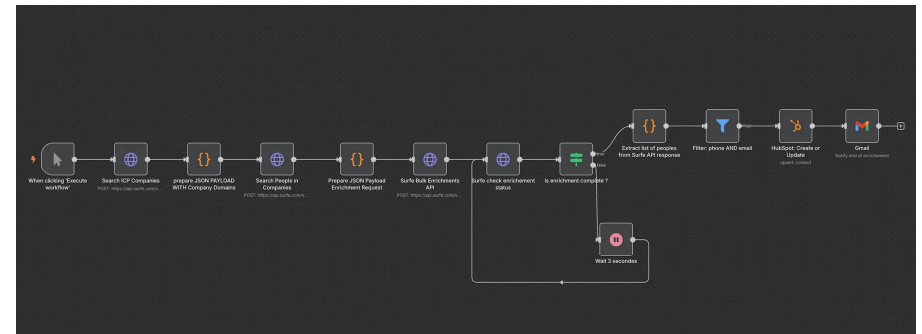
Based on your ICP selection, information found online and your offering, we can personalize the outreach texts so they sound like you

Personalization
<p>Dear Peter, Great to see that your Google review has a high 4.5 value. Read in the reviews that customers appreciate the general quality. However, also read some negative comments about your Chicken Korma. From other customers of ours we learned that the quality of the creamer is imminent to increase the food taste quality of a Chicken Korma. I will be in your area in two weeks visiting other customers, would it make sense to schedule a short meeting so I explain could also leave some samples for you to test?</p>
<p>Dear Ahmad, Noticed [Bakery]'s Google reviews keep mentioning the croissant lamination, the layering shows in the photos too. Curious which lamination margarine you're using? We supply a few Riyadh bakeries with one that holds structure better as ambient temperatures climb into summer. Worth a 10-minute conversation?</p>
<p>Dear Chef Karim, Saw your Instagram post showing the new pistachio kunafa at [Restaurant] — the cream layer looked cleaner than most I see in Riyadh. Wanted to ask what whipping cream you're using; we work with a couple of dessert-led kitchens here on a base that holds peaks longer in service. Open to dropping off a sample?</p>
<p>Dear Faisal, [Brand] is sitting consistently in the top of the Talabat dessert category for Riyadh — that's hard to hold. The piece I keep hearing from delivery-first brands is texture loss during the 30-minute ride. We work with two cloud kitchens here on a margarine that holds structure longer. Curious if that's a problem on your side too?</p>
<p>Dear Omar, Saw [chain] opened its third Riyadh location in [district] last month. The part most regional chains underestimate when scaling is bakery-fat consistency across kitchens. Would a 15-minute walkthrough of how some of the chains we supply manage this be useful?</p>
<p>Dear Chef Ali, Noticed [Restaurant] just rolled out the new spring menu last week — the move toward lighter desserts (the rosewater panna cotta caught my eye) is a smart read of the season. Menu transitions are usually when chefs revisit their cream and butter spec too. We supply a couple of Riyadh kitchens with a whipping cream that gives you more stable peaks for plated desserts; happy to drop off a sample if it's a useful moment to compare.</p>

Once the flow is worked out, tested and proven, you can automate the process using tools like n8n

Once proven, processes can be automated with tools such as n8n

- Work out the flow and get it live
- Track the performance and adjust the process along the way
- Test different topics to see which ones deliver the highest conversion
- Once proven, automate the process using tools such as n8n



Customer example: Outreach automation



Load leads

Load leads from the CRM into the sales outreach automation tool



Research person

In your sales automation tool, create an outreach automation flow that ideally includes personalization (for conversion reasons)



Automated outreach

The sales automation tool takes over the sales outreach in the name of the sales person



Lead Scoring

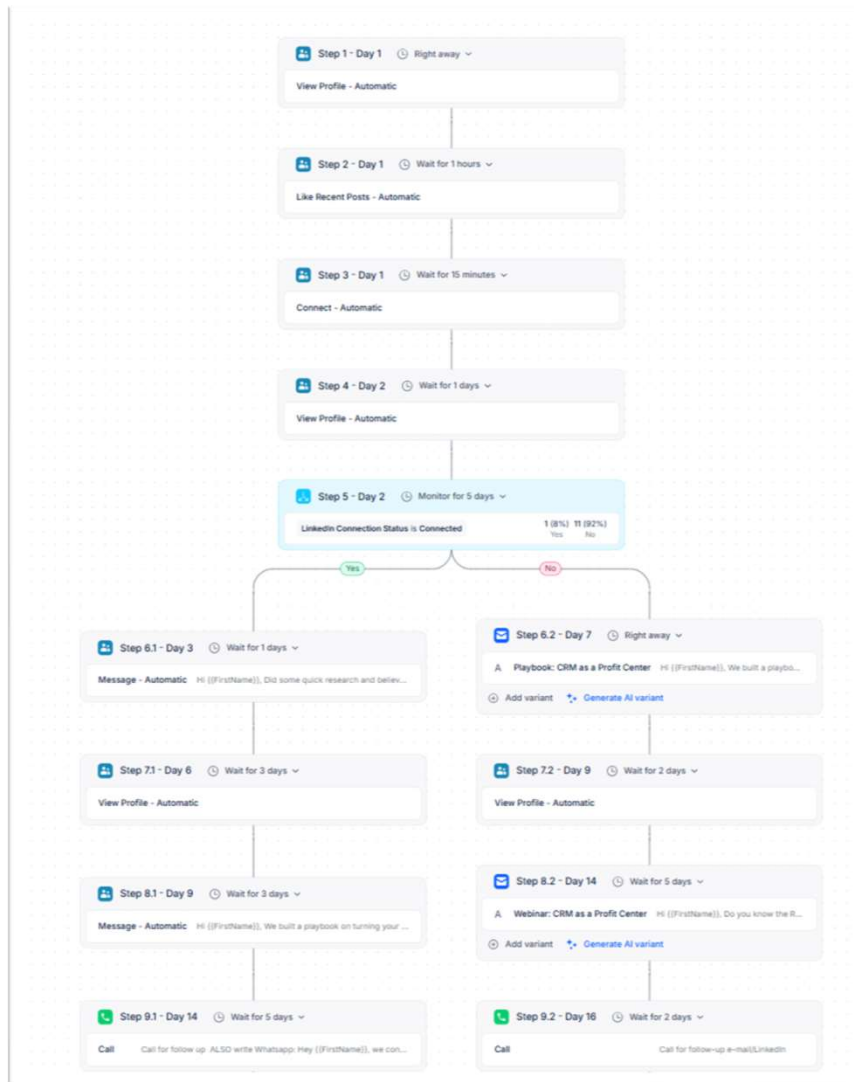
Based on reactions and interactions of customers, the CRM can identify the warmest leads for sales to take over



Sales to take over

Sales to take over the outreach to prospects, starting with the warmest leads based on the lead scoring

Example automated sales outreach flow



**We see two different routes to go with these tools:
Either high volume or high quality**



High Volume



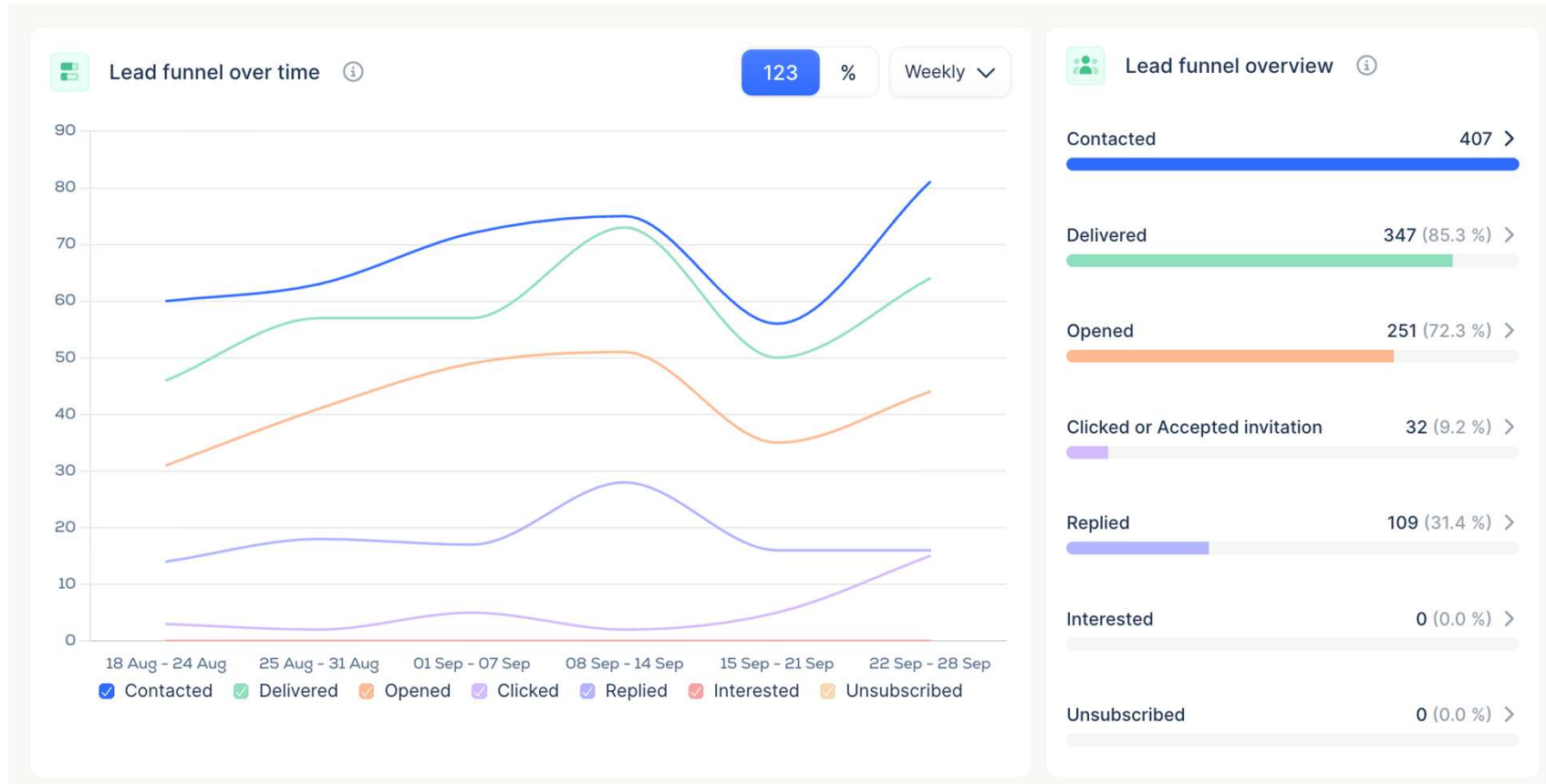
High Quality

AI has the potential to
combine those two approaches

There are hundreds of tools available for different use cases, it is important to chose the right one with a natural integration to your CRM

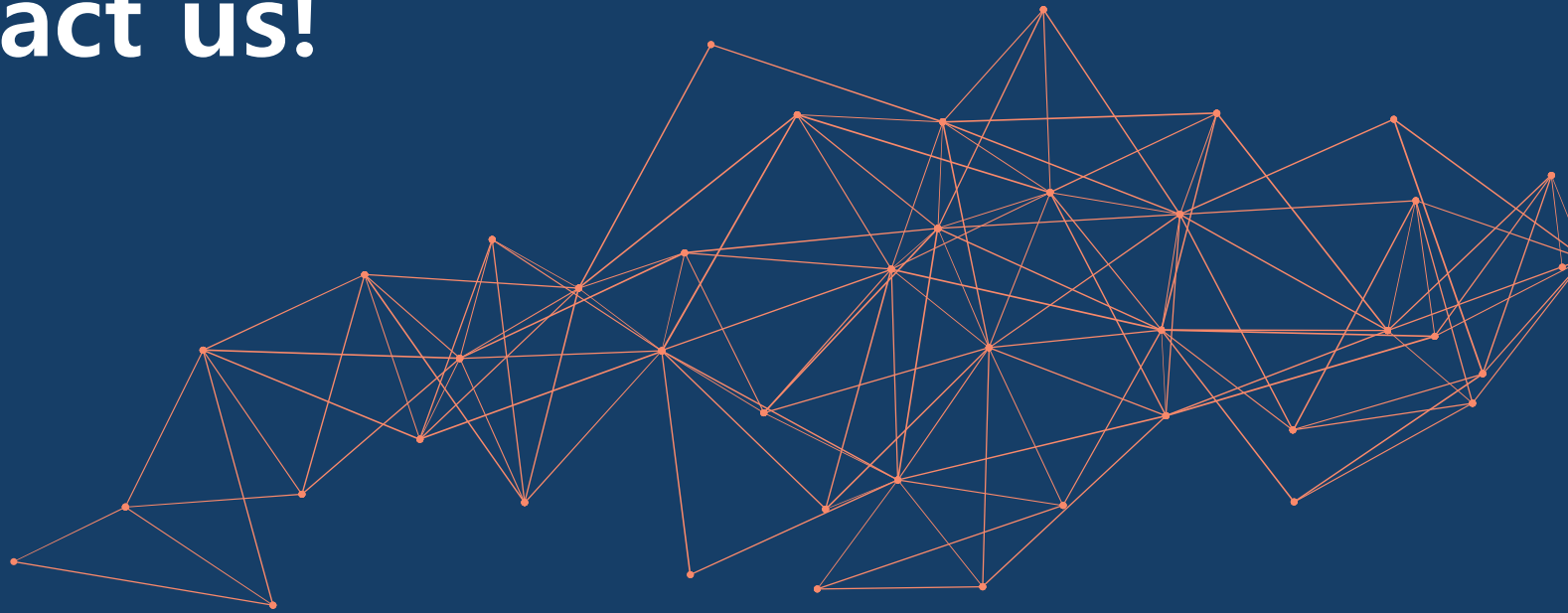


Customer results: Achieving above market answering rates by matching proposition to ICP and personalized high quality outreach



If you would like to discuss this approach for your business, please contact us!

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Marc Andre Lein | +31 (0)6 40 98 12 85 | malein@impulssum.com | www.impulssum.com