

Innovation Spotlight No 4: Spotlight.AI: Value Selling Analysis at Scale



People behind the start-up

Successful entrepreneurs and growth executives with strong track record and passion for Go To Market and AI / NLP.

Roi Carmel – CEO; CSO / CMO / CPO @ Cybereason, Perfecto, HP

Nadav Efraty – Chairman / GTM; Founder, CEO & Chairman @ Desalitech (acq. by Dupont)

Alec Belfer – CTO / NLP & AI; Founder @ Vioby & Softalk. VP @ Comverse. 20 years of NLP / AI

Background

As leaders of growth stage GTM organization, Roi and Nadav had to build, scale and constantly optimize their processes, messages and KPIs in order to drive increasing sales productivity. Along this journey, both experienced many of the common execution challenges that set back sales reps and organizations.

AI based revenue intelligence tools are helping sales reps and managers in many ways, but the heart of the sale – uncovering the unmet needs and pains of the buyers, quantifying their business impact, and presenting a differentiated value remain more of a rare art than a science. Spotlight.ai is on a mission to turn Value into science and embed Value Selling into enterprise sales teams.

The Problem

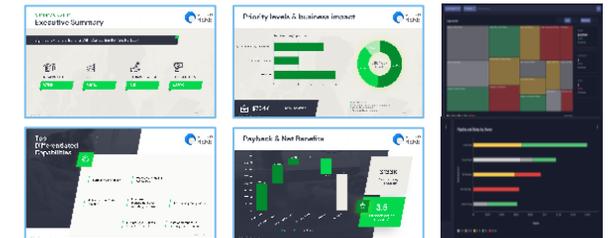
Enterprise buying decisions are always based on expected value from solving pains. Top sales reps are great at uncovering pains and presenting business impact. New and average reps struggle:

1. Instead of discovering buyers' pains and respective impact, sellers are often rushing to pitch and demo prematurely
2. Business Value Analysis (BVA) presentations are desirable for sellers and buyers, but take days to make, so are often not done well or at all
3. Opportunity value analysis is a missing layer in CRM and the forecasting and is a blind spot for sales leadership

The Solution

Spotlight.ai is replicating the best reps, guiding reps in their discovery and auto-generating optimized, opportunity-specific Business Value Analysis presentations.

Based on a proprietary data model, industry templates and an AI engine may make it the only SaaS platform that can identify the unique value that can be delivered to each buyer.



Target Audience

B2B enterprise sales organizations where understanding and quantifying value across active deals is important from both a forecast accuracy and a sales capacity perspective (where should sellers spend their time). Furthermore, it's suitable for any organization where demonstrating value is critical but the process of quantifying value on a prospect-by-prospect basis isn't scalable.

When (launch-date, Availability)

The Spotlight.ai Value intelligence platform is already serving various sales organizations, mostly in Cybersecurity, DevOps, Cloud infrastructures (storage, virtualization, networks), big data analytics, life sciences and more.

The Spotlight.ai cloud service is typically up and running in days with no need for lengthy integrations, consultation sessions and without consuming management attention.

SalesTech Categorization

Nancy's SalesTech landscape includes value selling & realization as a category within the "Earn" stage. Therefore, the category is not new. However, Spotlight's approach, which uses AI to operationalize value selling, makes value selling scalable across the entire sales cycle and throughout the organization.

Spotlight can be used as a forecast intelligence solution, an account-based content solution, a win/loss analysis solution, and a sales discovery tool, extending the use beyond the "value pitch."

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