

## Your AI Sales Assistant Skills

	Our intelligent AI sales assistant can	Our intelligent AI sales assistant will be able to (soonish)	Our intelligent AI sales assistant cannot
Engage in contextual conversations with your lead	Parse content of your lead's reply and recommend best flow within conversation topic flow to respond to the lead		Engage leads in mediums besides email - eg. text messaging, linkedin messages and calls
	Send attachments and collaterals when lead asks for more information about product/services		Handle responses to multiple call to actions within an email
	Handle objections from your leads that are repetitive in nature, by manually refining our conversation flows to include those scenarios		Automatically build and improve upon a conversation flow without manual intervention
	Answer questions about your business when a lead asks for more info		
	Have the flexibility to customise email content to fit your campaign use case		
	Engage a diverse set of leads like inbound, outbound and stale leads		
	Allow for custom merge tags so your email can be personalised		
Mimick a human persona	Send emails only during working hours on weekdays during bot's timezone		
	Introduce herself to sales reps and other people at the company		
	Send emails at randomized timings instead of always sending out emails at 9:00am so it will seem more human		
	Have a human name, avatar and her own dedicated work email		
	Send emails directly from her email account instead of through a third party server so it's more likely to end up in lead's inbox		
	Have a personable and human tone of voice that is more likely to elicit a response		
Enrich data on your lead	Extract custom data from your lead's email like their contact numbers, business use case etc		
	Capture lead contact information and update them in your CRM		
	Capture lead's rejection reasons		
Handle referrals and out-of-office (OOO)	Reach out to ask for another point of contact when a lead replies that he is not the right person		Handle referrals if more than one person is referred within an email
	Automatically do a referral outreach when a lead CCs their colleague in an email thread - with the original referrer looped into the new thread		Handle referrals if the referred person is not CC-ed and only mentioned in the email body
		Thank the referrer for their referral and terminate that outreach. She then starts a new outreach on the new point of contact in a separate email thread, without the original referrer in email thread	

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	Detect when a lead is OOO and only sends the next followup email when the lead is back in office. All followup emails will also be adjusted accordingly		
Handover of qualified leads to sales reps	Handover and assign qualified leads to their lead owners		CC more than one sales rep when doing handover
	Handover and assign qualified leads in a round robin fashion if the lead does not have an owner		BCC in handover
		Allow sales reps to attach their calendar links so qualified leads can book sales meetings directly	
Automated followups	Send automated followups if a lead does not reply		Pause and resume a campaign on a lead
	Send followups during working hours on weekdays to maximise open rates		
	Detect lead's reply even when he replies in a different thread so future followups on him will be stopped		
	Send followups within the same email thread or as a new thread		
	Send followups that have earlier emails appended within the email body for fuller context		
Bot can be controlled by a human	Allow human rep to impersonate the bot and qualify the lead further when the bot doesn't know how to reply		Allow a human rep to save and use templated replies when he impersonates the bot
	Allow human rep to manually assign leads to Sales Reps		Allow a human rep to leave a note for the sales rep when assigning a lead
Integrates seamlessly with your existing CRMs, marketing softwares and backend	Integrate with your Salesforce CRM and based on a set of pre-defined rules, allow for automatic enrolment of leads into Saleswhale campaigns		
	Integrates with your backend and other systems through API/webhooks, which allow for automatic enrolment of leads into Saleswhale campaigns		
		Integrate with your marketing automation softwares (Marketo, Hubspot) and allow allow for automatic enrolment of leads into Saleswhale campaigns	
		Capture lead contact information, activities and statuses & update them in your CRM / marketing software	
		Pull reports from your CRM / marketing software into your enterprise dashboard which will provide insights into opps-to-meeting conversion and sales conversion	
Doesn't allow any leads to slip through the cracks	Engage in high volumes of conversations with leads concurrently		Automatically stop followup on a lead if he replies with another email address
	Followup on every lead indiscriminately and does not cherry pick leads		
	Engage and followup on every lead tenaciously until the lead reaches a terminal state		

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Qualify and segment leads into buckets	Qualify your lead by asking your leads questions and evaluating their answers		Support custom statuses/buckets for leads
	Hand over leads who are qualified to your sales reps so they wont have to waste time on leads who are unqualified		
	Segment leads into different buckets ie. Qualified, Not interested, Unresponsive etc		
Handling of random emails sent to the bot	Surface random emails from people who are not saleswhale leads for a human rep to handle		
	Filter away spam emails received by the bot		
	Surface random emails from previously-qualified leads for a human rep to handle		
Reporting		Send automated reports on campaign performance	
		Give you an overview of Saleswhale's ROI and campaign performance via our Enterprise Dashboard	
Lead engagement		Manually enrol leads into more than one campaign	
		Automate re-engagement for a lead by automatically enrolling them in another campaign when certain conditions are met	
Drive sales and marketing alignment		Reach out to qualified leads a week after they have been handed over to a sales rep to confirm that they have gotten in touch	
		Alert account owner on the stats of leads who have been followed up on by their assigned sales rep and those who did not	