

meet donna.

The perfect sales assistant.



Nextgen Sales Enablement for online & field sales

d.

donna.

The future of B2B Sales

Sales will focus on selling, while AI will take care of everything else

Identified challenges in B2B Sales

Field sales reps lose hours on administration

- Manual data entry in CRM
- Lots of (re)scheduling meetings, lots of follow-up communication
- Lack of integration between tools

Insignificant CRM adoption or updates

- Time constraints and data overload
- Loss of information due to team rotation
- Lack of user-friendly interfaces

Difficult to make tech improvements in sales

- Lack of immediate value perception
- Lack of training
- Increased complexity

Leading to



Significantly reduced time spent on actual selling



Loss of Context in the organization



Limited Analytics and Forecasting capabilities

Meet Donna, the perfect sales assistant for field & online sales

Donna empowers sales teams **before, during and after each interaction**

- **Before:** Donna sends briefings providing context before every meeting
- **During:** Donna joins online calls or will call you after in-person meetings
- **After:** Donna updates the CRM with meeting notes and drafts follow-up mails
- **After:** Donna proposes a proper follow-up at the right time for each opportunity

While ensuring **accurate data capture** across the organization

- **Consistent:** Donna summarizes online calls & retrieves CRM input from in-person meetings through a back-and-forth conversation
- **Tailored:** Donna is trained to follow the company's sales playbook
- **Complete:** Donna nudges the user if CRM input is incomplete

All integrated **within your existing technology**

- Donna is perfectly integrated within your existing tech stack (including CRM, Mail, Calendar, Teams and WhatsApp)
- No new user interface or tool onboarding required (!)



Donna directly impacts your top line and reduces the cost of sales



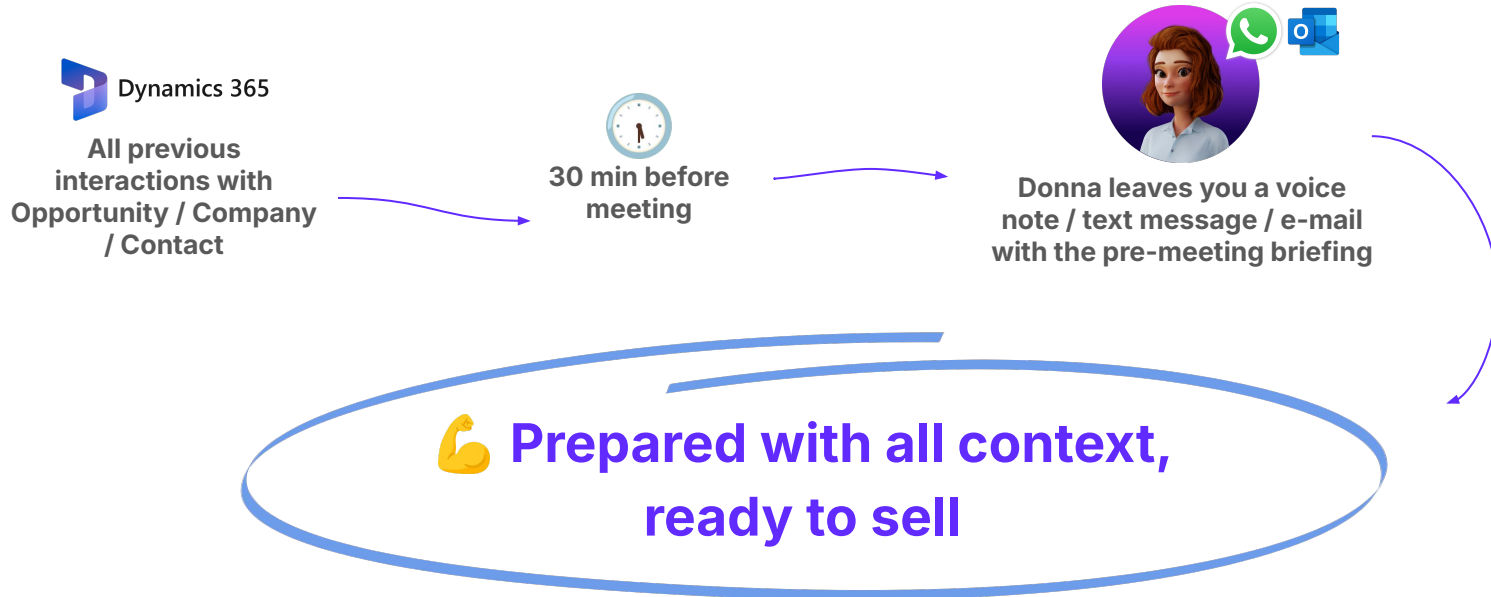
 Admin time reduced by **75%**

 Sales rotation cost are **25%** lower

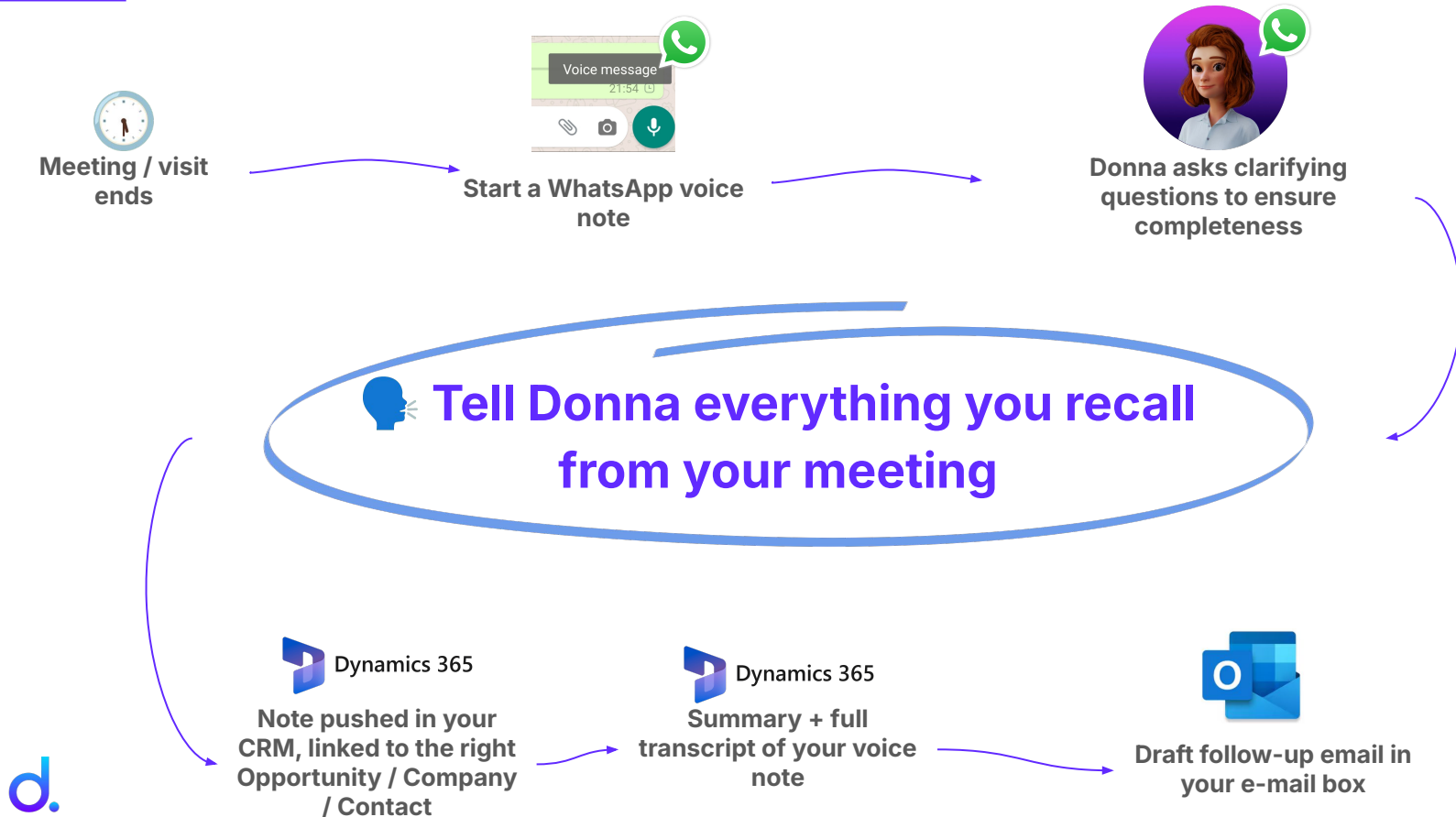
 **35%** more deals closed

www.askdonna.com

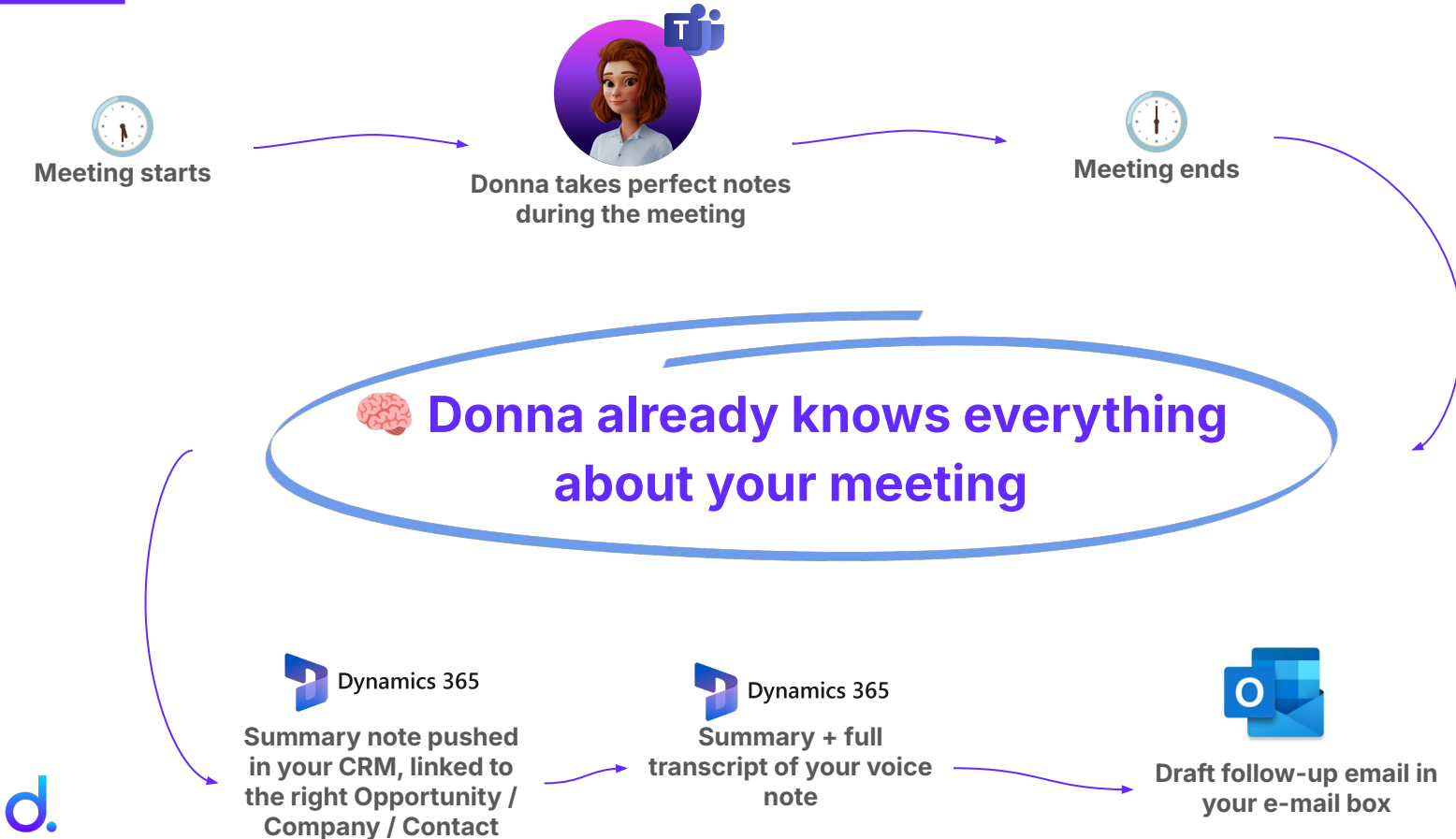
How it works in practice - before your meeting



How it works in practice - after your *in-person* meeting



How it works in practice - after your *online* meeting



Product Vision: the “Donna brain”

Donna is evolving from your proactive Sales Assistant to a proactive Sales Coach. She will leverage data from across the entire sales team.

for Sales reps

Utilizing her “Donna Brain,” which is trained on all previous interactions with Donna, she will provide personalized, data-driven recommendations to enhance sales performance and effectiveness.

for Sales team leads

For sales leaders and team leads, Donna will also identify market dynamics, providing valuable insights and guidance to navigate and capitalize on market trends.



Enterprise-grade Security

Our commitment to security and privacy is unwavering. Recognising the critical importance of safeguarding your data, we implement robust and industry-standard security measures to ensure your data is always secure.



AES-256 encryption at rest and TLS encryption in transit



Regular vulnerability scans and penetration testing



Hosted in the EU



Web application firewall and DDoS protection



Periodic risk assessment and security awareness training

Our platform and infrastructure are in compliance with the privacy and security practices of GDPR, ISO27001 and SOC2.



We are an AI-native, security-first company. Please find more information below on our:

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Get in touch

donna.



Donna

Your perfect sales assistant

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