The old way of selling is changing rapidly...

Age-old selling

Entirely seller-driven



Subjective sales motion reliant on seller initiative

Current AI horizon

Next (Gen)AI horizons

Augmented selling

Insight and productivity

Assisted selling

Real-time assisted selling



Sellers armed with AI-powered next-best action, talk tracks, and basic workflow automation



Real-time support and assistance to sellers during customer engagements, reshaping workflows and teams

Databook Focus Area

Autonomous selling

Digital sales avatar



Agents enabling auto-prospect, nurture demand, 24x7 engagement, involving humans as needed

Source: Boston Consulting Group

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Databook works with elite GTM teams that want to use Al for transformational change

We differentiate on:

- Transformation-led, Al-powered
- The most advanced GTM reasoning engine with proprietary datasets
- A closed-loop learning system
- Agentic Sales Coaching with built-in Sales domain expertise

Sales AI Transformation

We support customers develop a GTM Agentic Al roadmap that delivers Rol

Learn and Improve

Analytics dashboards and reporting for continuous improvement



Generate Quality Pipeline

Territory and Account Planning to support the highest P2B accounts

Guided Sales Coaching

Pro-active nudges to guide sellers and uplevel business acumen

Databook powers productivity for the most elite **GTM teams**

Microsoft







G2 score

Years in business

4.5/5.0

Increase in sales productivity

Larger ACVs with Databook

2024 Gartner® Cool Vendor[™] in Al-Led Sales Research

"Sales tasks that used to take me up to 10 hours **now** only take me 5 minutes when I use DatabookAI.

> Kate Higgins **Account Executive for Strategic Accounts**



"Databook enabled me to increase my pipeline and penetration into clients and new logos by \$6 million. That's an increase of over 200% from last year.

> **Larry Roberts** Strategic Account Executive **Planview**



Through our teams' use of Databook, we saw our average deal size increase by 60% in FY25.

> Kirstv Mundv WW Field Enablement, Industry Solutions Delivery Microsoft

