

Find 360

POSITIONING PACK: SALES & BUSINESS DEVELOPMENT · JUNE 2026

The deal was always one *introduction* away.

Find 360 reveals the stakeholder relationships inside your Salesforce data — so your team can see who knows the decision maker, and how to get there without a cold call.

THIS DOCUMENT CONTAINS

- The Scenario
- The Solution
- Where Find 360 Makes a Difference
- How It Works Inside Salesforce
- Sales Use Case Narratives
- What Sets Find 360 Apart
- Why It Matters — Expected Outcomes
- AppExchange Listing Copy

Find 360 for Sales

The deal was always one introduction away.

THE SCENARIO

You have the target list. You have the account data. But the deal depends on who opens the door.

In complex B2B sales, the difference between a deal that accelerates and one that stalls is rarely the product or the price. It's the path. Enterprise deals don't move because a rep sent another sequence email. They move because the right person — someone the buyer already trusts — makes an introduction.

The challenge for most sales teams isn't a lack of data. Salesforce is full of it: contact records, account hierarchies, activity histories, opportunity line items, partner referrals, and past customer interactions. The challenge is that the connections between all of that data remain invisible.

Your account executive is trying to break into a target account. What they can't see is that a customer from two years ago — still in the database — now sits on an advisory board alongside the target's VP of Engineering. Or that your channel partner's account director plays in the same industry roundtable as the buyer's Chief Operations Officer. Or that the internal champion from a recently closed deal used to work with three people in the target account's leadership team.

Those pathways exist. They're sitting inside Salesforce. But when reps have to rely on memory, guesswork, and manual cross-referencing to find them, the warm paths go unused. Cold outreach dominates. Response rates stay low. Deals that could have been opened with a single introduction instead spend months in the pipeline — or never move at all.

“

B2B buyer behaviour research suggests buyers are significantly more likely to engage when approached through a mutual connection than through outbound prospecting — highlighting the value of warm-introduction workflows in complex sales.

B2B sales industry research

Make the stakeholder map visible — directly inside Salesforce.

Find 360 turns your existing Salesforce data into a living, interactive relationship map. For sales teams, that means a single click on any account or contact record reveals the full web of connections between that target and the rest of your database — existing customers, partners, internal stakeholders, and referred contacts — laid out visually, at a glance.

Instead of manually cross-referencing records or relying on what reps happen to remember, your team sees the relationship graph immediately. Find 360 traverses multiple degrees of connection — not just direct relationships, but second and third-degree paths — so you can identify the shortest warm route into an account you're trying to open, or the strongest thread to pull on inside a deal that's stalled.

For account-based selling, Find 360 lets your team map the full stakeholder landscape inside every target account — decision makers, influencers, blockers, and the people who connect them — so you can build a pursuit strategy based on real relationship intelligence, not org-chart guesswork.

For referral-led growth, sales leaders can finally see which customers, partners, and internal contacts are connected to the accounts they're targeting — and mobilise warm introductions at scale instead of relying on cold outreach alone.

WHERE FIND 360 MAKES A DIFFERENCE

Account-Based Selling

Map the full stakeholder picture inside every target account. See who your team already has a relationship with, identify the shortest path to the decision maker, and build pursuit strategies grounded in real connection data — not LinkedIn guesses.

Multi-Threaded Deal Navigation

Stop relying on a single champion. Find 360 shows every connection path into an account so your team can build relationships across multiple stakeholders simultaneously — protecting the deal if a champion leaves or goes quiet.

Referral & Warm Introduction Workflows

Identify which existing customers, partners, or internal contacts have a direct line to a prospect you're targeting. Turn your satisfied customers into an introduction engine instead of just a reference pool.

Partner Ecosystem Selling

See which channel partners and alliance contacts are connected to target accounts. Route opportunities to the partner who already has the relationship — and co-sell with confidence.

Find 360 is a native Lightning component — no integration, no separate platform, no data export required.

1 Drop it into your Lightning page

Install from the AppExchange and add to any account, contact, or opportunity page using Lightning Page Builder. Works with your existing objects, including custom relationship fields.

2 Open any record and click to explore

A single click launches the Find 360 relationship map. Your full network of connections radiates outward from that record — rendered as interactive nodes.

3 Follow the path to your prospect

Hover to preview details. Click to expand further. Drag to rearrange. Spot warm paths, identify gaps, and decide who is best placed to make the introduction.

4 Share the picture with your whole team

Because Find 360 lives inside Salesforce, every relationship insight is accessible to every team member with the right permissions — keeping account strategy coordinated.

SALES USE CASE NARRATIVES

Breaking Into a Strategic Account

Your team has identified a target account. The SDR has been running sequences for six weeks with minimal response. The account is a strong fit — right industry, right size, right use case — but no one can get a meeting.

Open the account record in Salesforce. Click Find 360. Within seconds, the map shows that an existing customer — someone who renewed last quarter and is highly satisfied — previously worked at the target account and still has active LinkedIn connections to two members of the buying committee. Another path shows your solutions partner's technical lead has presented at the same conference as the target's VP of IT.

Two warm paths. Neither required a new tool, a data export, or a third-party enrichment platform. They were in Salesforce the whole time.

Protecting a Deal When Your Champion Leaves

Your deal is at Stage 4. The technical evaluation is going well. Then your champion — the Director of Operations who's been your internal advocate — announces they're leaving the company.

Without Find 360, the account goes dark while the rep scrambles to identify alternative contacts. With Find 360, the rep opens the opportunity record, clicks to expand the relationship map, and immediately sees three other stakeholders the champion was connected to — including the CFO who approved the budget and a department head who attended the same product demo. The rep pivots the relationship strategy the same day.

Scaling Referral-Based Selling

Your CS team has just completed a successful QBR with a major customer. The relationship is strong. In most organisations, that customer becomes a logo on a slide deck and a name in a reference log.

With Find 360, the account executive opens the customer record and sees the full network: this customer's CFO sits on an industry advisory board with two prospects in your target accounts. Their Head of Procurement previously worked at a company that's now in your pipeline. The VP of Engineering is connected to three people at an account you've been trying to open for eighteen months.

The customer doesn't just become a reference. They become an introduction engine — and every pathway is visible inside Salesforce.

WHAT SETS FIND 360 APART

- **Native to Salesforce** No separate platform, no data sync, no API limits to manage. The relationship intelligence lives where your reps already work.
- **Multi-degree exploration** Most tools show direct connections. Find 360 traverses second and third-degree paths — the warm introductions that are two or three hops away, which is where the real opportunity hides.
- **Custom object aware** Works with your unique data model — not just standard objects. If you've built custom junction objects for partnerships, affiliations, or referral tracking, Find 360 maps those relationships too.
- **No data leaves your org** Unlike enrichment platforms that export and re-import contact data, Find 360 computes relationship paths entirely within your Salesforce instance. Your data stays where it belongs.

WHY IT MATTERS — EXPECTED OUTCOMES

While every team's results will vary based on data quality and adoption, sales organisations using Find 360 can expect:

- **Shorter time-to-first-meeting** Warm paths that previously required manual research or third-party tools are surfaced instantly.
- **Higher response rates** More outreach through mutual connections rather than cold sequences.

- **Improved win rates on target accounts** Pursuit strategies built on real relationship data rather than guesswork.
- **Better pipeline coverage** Multi-threaded relationships reduce dependency on a single champion per deal.
- **No missed referral opportunities** Every customer and partner connection is visible and actionable.

APPEXCHANGE LISTING COPY

Tagline Options

- Every target account is closer than it looks.
- Your next deal is hiding in your own data.
- **The warm path into every account** already in your Salesforce.
- Turn your customer base into your best prospecting tool.

Keywords & Tags

relationship mapping · account-based selling · stakeholder mapping · warm introductions · referral selling · B2B sales intelligence · account mapping · multi-threading · channel partner selling · enterprise sales · Lightning component · relationship intelligence

Every target account is closer than it looks.

Find 360 is a native Salesforce Lightning component, available on the AppExchange.

appexchange.salesforce.com · Find 360