



Fortune 500 cybersecurity leader transforms GTM with Poggio

Poggio Revenue AI platform delivers deep customer intelligence to help revenue leaders standardize value selling to position sellers to break into new accounts, accelerate deals.

A Fortune 500 cybersecurity leader partnered with Poggio to transform how their sales team shows up with clients. The company tapped Poggio to codify their value selling motion, leveraging its Revenue AI Platform and agents to help sellers understand customer priorities, and position sellers to solve them.

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Poggio is delivering real-time customer intelligence and ‘outside in’ views for each account. This compliments ‘inside out’ data in Salesforce and DemandBase to give sellers actionable account plans for every opportunity.

With Poggio, seller territories are stack-ranked based on POV fit, reducing time wasted on bad-fit deals. Armed with deep insights on account needs, sellers now speak in the client’s language, lead with value, and attach to their top initiatives to drive relevancy, priority, and urgency.

As a result, sellers are now spending more time with customers focused on solving their needs. The value selling approach enabled with Poggio is helping sellers build trust, revive stalled deals, and break into new accounts. With Poggio, sales leaders have uncovered new opportunities, boosted pipeline, and accelerated deal velocity to close net new logo revenue.

“Poggio centralizes important data–engagement history, product usage, and growth opportunities–so we can quickly identify trends, plan effectively, and have more informed conversations with customers,” said one GTM leader. “Poggio has become an essential platform for driving efficiency and pipeline growth.”

Taking an ‘outside in’ approach to break through the noise

The company faced several critical sales challenges prior to deploying Poggio. Sales reps were wasting days researching accounts and synthesizing the data to understand which opportunities to pursue based on each prospect’s needs and how they could help.

Inconsistent intelligence quality across account plans was a challenge. Without a standardized approach to account research built around the company’s sales motion and ICP, the quality and depth of insights–along with seller results–varied widely. That led to sellers wasting time chasing bad-fit deals which were unlikely to ever convert.

The team’s existing tool presented significant gaps in both customer and competitive intelligence. Revenue leaders found it lacking ‘outside in’ capabilities, missing the mark in putting sellers in their prospects’ shoes to truly understand their business, and how they could best drive customer value. It also fell short in identifying embedded competitors and building tailored Points of View (POVs) that enabled sellers to effectively de-position them.

As a result, breaking through the noise to engage strategic accounts was a constant challenge. Without the insights to create compelling entry points, sellers struggled to penetrate high-value accounts.

The company needed a strategic partner who could deliver an enterprise-ready intelligence platform built around their sales motion to jumpstart their revenue transformation. They needed a purpose-built solution that was quick to deploy, easy to use, and didn't require users to be prompt engineers to get its full value. They chose Poggio.

Snapping into the existing sales motion and workflows

Following a call with Sales leadership to align on their value framework and sales qualification criteria, the Poggio team configured its Revenue AI platform to the company's needs. Poggio Revenue AI agents began arming sellers with tailored POVs with unprecedented speed, quality, and accuracy, incorporating the revenue leader's must haves:

Instant, tailored POV generation for every account

- AI-powered analysis of exec priorities and challenges
- Real-time competitive mapping, incl. incumbents
- Strategic wedge identification for challenging accounts

Comprehensive 'outside in' intel and context synthesis

- Integration of public company data, financial reports, and market intelligence
- Contact mapping, quote mining, and priority analysis
- Growth opportunity analysis and trend identification

Scalable POV automation across the enterprise

- Standardization of account research to enable a consistent, world-class sales motion across sellers
- Consistent, high-quality and fidelity outputs regardless of seller experience level
- Pre-configured workspace to align to the company sales motion & methodology to optimize results

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Revenue AI that works, today

The company deployed Poggio's proven Revenue AI platform and saw immediate value. Poggio drove quick sales wins, improved operational efficiency, and boosted seller confidence in leading with value across the company's complex portfolio of cybersecurity solutions. This helped sellers revive stalled opportunities and break into new accounts to source and close net new logo revenue.

Poggio's POV best fit analysis helped revenue leaders identify the right opportunities for sellers to pursue based on the strength of the company's solutions in solving identified customer challenges, focusing reps on deals they'll win. And Poggio's configuration to the company's value selling sales motion has helped to make account intelligence a core competency across the sales team while standardizing solution selling focused on enabling customer success.

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