

# The Golden Thread of GTM Execution



## Closing the Gap Between Strategy & Action

Revenue and Sales Operations leaders are the architects of growth. You build the systems that turn strategy into revenue. But a persistent flaw in the tech stack remains: the Execution Gap. You provide the data, but you can't force the behavior, leaving you unable to ensure your sellers are actually prioritizing the right accounts with the right strategy. Salesforce remains a passive record of what happened, rather than a GPS for what should happen. ShiftUp changes that. We are the execution engine for Salesforce, turning your CRM from a static database into a proactive system of action that guarantees your GTM strategy reaches the front lines.



## Resurrecting Salesforce: From Data Graveyard to Action Engine

For most teams, Salesforce is simply a system of record. ShiftUp breathes life into your CRM by layering an **agentic system** directly on top of your data. We synthesize external market triggers, internal CRM history, and conversational intelligence into a single, proactive motion.

- **Move Beyond Storage:** ShiftUp works in the background, analyzing territories and pushing "Win Strategies" directly to reps.
- **Eliminate Search Time:** Your team stops hunting for reasons to call. The strategy is delivered where the work happens, ensuring the "right" accounts actually get the "right" attention.

## Sentinel Mode: The CRM That Never Sleeps

Imagine a system that identifies a "must-win" moment before your competitor even opens their laptop. Our Sentinel Mode is an always-on engine that maps real-time market shifts against your specific solutions.

- **Strategic Roadmaps:** We provide a complete win strategy for every deal, identifying the exact stakeholders to engage and the messages that will resonate.
- **First-to-Table Advantage:** By the time a competitor spots a lead, your rep has already influenced the criteria. We drive in-quarter and in-year revenue by making "proactive" the default setting for every seller.



## Native Integration, Zero Admin Tax

RevOps leaders shouldn't have to choose between innovation and complexity. ShiftUp is Salesforce Native, meaning it's a partner to your ecosystem, not a replacement.

- **30-Minute Deployment:** No heavy lifting or architectural overhauls.
- **Seamless Workflow:** We deliver value through the tools your team already lives in:
- **Strategic Account Plans:** Auto-generated and dynamically updated.
- **Sales Engagement:** Contextual hooks delivered straight to your cadences.
- **Slack:** Real-time alerts for critical account shifts.
- **Seamless Experience:** "Single-pane-of-glass" workflow within the Salesforce UI

## Lead the Charge for Growth

**The biggest risk to your organization isn't a bad quarter; it's inertia.** Managing a database is maintenance; leading an execution engine is growth.

ShiftUp empowers RevOps to move from the back office to the front lines. By solving the execution gap natively, you provide the infrastructure that increases win rates and scales productivity across the entire global org.

## **SALESFORCE NATIVE. ENTERPRISE SCALE.**

Engineered with a dedicated Trust Layer for unmatched security, quality, and performance.

Learn more at [www.shiftupai.com](http://www.shiftupai.com)