



B2B Buyers Expect 80% Personalization

Here's How to Actually Deliver It





Element #1

A Real Trigger

"I saw your company just announced expansion into France..."

Reference something real: **funding, hiring, leadership change**. Show you actually looked.



Element #2

Their Actual Problem

Specific challenges outperform generic pain points every time.

Research beats templates.



Element #3

Proof That Matters

One relevant case study beats a feature list.

Make it relatable.



Element #4

Clear, Specific Value

"Save 6 hours weekly on research" hits harder than "improve sales efficiency."

Numbers beat adjectives.



Element #5

One Simple Ask

| “Worth a 15-min chat Thursday?”

Not “I'd love to schedule a call to discuss potential synergies.”



The Problem

Manual Research Doesn't Scale

You can't hyper-personalize at volume with manual work.

Sales teams face a choice: generic mass outreach or quality that doesn't scale.



The Solution: AI-Powered Personalization

Let AI do the research. You do the relationship.

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