



B2B Buyers Expect 80% Personalization

Here's How to Actually Deliver It

Source: Gartner "The Future of Sales" (2025)





Element #1

A Real Trigger Event

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

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



Element #2

Their Specific Problem

Not "companies like yours" - **their actual challenge.**

Generic pain points get generic deletes. Research beats templates.



Element #3

Proof That Matters

"We helped [similar company] achieve [specific result]"

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 Easy Ask

"Worth a 15-min chat Thursday?"

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

Keep it human.



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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