



# B2B Buyers Expect 80% Personalization

Here's How to Actually Deliver It

— Gartner "The Future of Sales" (2025)





## Element #1

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# 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

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# Their Actual Problem

Specific challenges outperform generic pain points every time.

**Research beats templates.**



## Element #3

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# Proof That Matters

One relevant case study beats a feature list.

**Make it relatable.**



## Element #4

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# Clear, Specific Value

| *“Save 6 hours weekly on research”*

hits harder than “improve sales efficiency.”

**Numbers beat adjectives.**



## Element #5

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# One Simple Ask

*“Worth a 15-min chat Thursday?”*

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



## The Problem

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# 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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