

# ModuleQ with Sales and Revenue Tools

## How ModuleQ's People-Facing AI enhances your existing Sales Tech stack

Over the past decade the market for sales tooling has exploded. It has become increasingly difficult to understand what sales teams need, what they actually want, and what will be a worthwhile investment for the business.

There are a lot of pieces to the sales stack, unfortunately those tools can require a lot of onboarding and training and tend to result in information silos. According to a report from the Harvard Business Review the greatest challenges customer-facing teams are facing include siloed teams efforts, failure to distribute data and insights, and data insight are siloed from the organization. This informational guide will walk you through the different categories of sales tools and show how ModuleQ enhances those tools while preventing data silos.

### Sales Tool Challenges

#### Lack of team collaboration, causing siloed efforts:

Teams operating in silos can lead to jarring experiences, with impersonal or conflicting communications and time-consuming barriers to getting things done.

#### Failure to share account insights across the organization:

Salespeople spend excessive time looking for the right content for the prospect. Reports suggest that 43 hours are spent every month looking for relevant information amounts to 500 hours a year. ([Rider](#))

**Difficulty extracting insights from data:** Most sales organizations today do not view themselves as effective users of advanced analytics. ([McKinsey](#))

**Lack of in-house expertise:** Not knowing what your tools do and understanding what they don't do. User onboarding and education is a time-consuming effort when bringing a new tool into your stack.

### How ModuleQ Helps

**Augment with People-Facing AI:** Boost both individual and team effectiveness by connecting the dots for your professionals with personalized "must-know" insights and valuable content based on the context of their work data.

**Find the signal in the noise:** Surface personalized, timely insights that provide a competitive advantage in decision-making and both account outreach and retention.

**Aggregate personalized insights:** Endless integration options across internal sales, marketing, operations, finance data sources, and third-party data sources.

**Transform Microsoft Teams into an insights hub:** ModuleQ makes onboarding easy by integrating with your existing collaboration workflow, this means users don't need to learn a new tool, insights and information will come to them once their priorities are set.

Top three responses to "what are the three greatest challenges your organization faces in its customer and sales engagement efforts?"

44  
Lack of team collaboration, causing siloed efforts

32  
Failure to share account insights across the organization

32  
Difficulty extracting insights from data

30  
Lack of in-house expertise

29  
Lack of good sales engagements tools

23  
Failure to prioritize account engagement as an organization

21  
Lack of leadership support around account engagement
















20  
Lack of investment or budget

12  
Difficulty navigating data regulations

12  
Concerns around data security and privacy

5  
None/Other

Source: [Harvard Business Review Analytic Services Survey, April 2022](#)

Category	Tool Purpose	Examples	ModuleQ Use Case
Sales Intelligence	<p><b>Finds, monitors, and understands data and information on prospects' and existing accounts' daily business.</b></p> <p>Sales Intelligence tools usually:</p> <ul style="list-style-type: none"> <li>• Provide information and insights about prospects</li> <li>• Include functionality to search company lists</li> <li>• Identify ICP based on custom criteria</li> </ul>	 Sales Navigator  ZoomInfo  Crunchbase  Clearbit	<p>One of the biggest hurdles with sales intelligence is extracting insights from the mass amount of data your team now has access to. ModuleQ allows those insights to be surfaced directly to users as they become relevant.</p> <p>ModuleQ enhancements:</p> <ul style="list-style-type: none"> <li>• <b>Proactive Delivery:</b> insights surfaced via Microsoft Teams at timely moments</li> <li>• <b>CRM Insights:</b> deep links to relevant CRM data that you already have</li> <li>• <b>Third-Party Integrations:</b> connection across all of your sales, marketing, and business systems</li> </ul>
Sales Enablement	<p><b>Provides a repository for marketing collateral and sales playbooks to supply sales representatives with useful content during all aspects of the selling cycle.</b></p> <p>Sales Enablement tools usually:</p> <ul style="list-style-type: none"> <li>• Act as a repository of relevant sales content and marketing collateral</li> <li>• Track engagement on content and sales pitches</li> <li>• Allow users to upload a variety of collateral or personalize content directly within a portal</li> </ul>	 Seismic  Highspot  Showpad  Mindtickle	<p>Sales enablement tools struggle to gain adoption with sales professionals because they become just another location customer-facing professionals need to go for information. ModuleQ relieves information overload and manual searching by delivering personalized content to users based on their priorities.</p> <p>ModuleQ enhancements:</p> <ul style="list-style-type: none"> <li>• <b>User Engagement:</b> surface the right content to users in the right moment, resulting in 60%+ of users interacting with the ModuleQ on a daily bases</li> <li>• <b>Push vs. Pull:</b> content surfaced directly in workflow without having to search for it</li> <li>• <b>Context to Content:</b> with People-Facing AI, over 80% of content is rated as useful</li> <li>• <b>Continuous Improvement:</b> AI that gets more accurate and relevant with each use</li> </ul>
Sales Engagement	<p><b>Enables companies to better align their multi-touch sales and marketing approach by creating guided or automated sales journeys.</b></p> <p>Sales Engagement tools usually:</p> <ul style="list-style-type: none"> <li>• Integrate communication channels (email, calls, social, etc.) within a portal experience</li> <li>• Manage standardized sales messaging</li> <li>• Automate sales sequences and workflows</li> <li>• Provide analytics or insights into sales performance</li> </ul>	 Outreach  SalesLoft  Apollo	<p>Sales engagement tools struggle to personalize outreach at scale while maintaining marketing messaging. ModuleQ delivers timely and highly relevant customer intelligence to sellers that they can act use to accelerate sales conversations.</p> <p>ModuleQ enhancements:</p> <ul style="list-style-type: none"> <li>• <b>AI Augmentation:</b> AI enhances awareness creates more reasons to call and drives more customer interactions</li> <li>• <b>Personalized Insights:</b> information about each users targeted accounts</li> <li>• <b>Be First:</b> seize opportunities to engage with substance by being the first to reach out with something notable happens within an account</li> </ul>
Revenue Operations	<p><b>Organizes sales and revenue data to track, measure, and analyze every touch-point along the customer journey.</b></p> <p>These tools usually:</p> <ul style="list-style-type: none"> <li>• Unify interaction data across various systems</li> <li>• Act as the single source of truth for revenue data</li> <li>• Analyze account engagement and provide insights</li> <li>• Enhance forecasting accuracy and pipeline management</li> </ul>	 Gong  Chorus  Clari  Groove	<p>Revenue Operations tools are usually managed in a portal, so while you have all your information in a single place that information is siloed. ModuleQ bridges the gaps between other systems as well as internal and external information.</p> <p>ModuleQ enhancements:</p> <ul style="list-style-type: none"> <li>• <b>Proactive Delivery:</b> surface revenue operation insights like opportunity scoring and live forecasting to the right person at the right time</li> <li>• <b>CRM Insights:</b> deep links to relevant CRM data that you already have</li> <li>• <b>Third-Party Integrations:</b> connection across all of your sales, marketing, and business systems</li> </ul>