



sense Find Custom Talking Points in Sales Intelligence User Manual

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Best Practices: Custom Talking Points

Find Custom Talking Points in Sales Intelligence

The Custom Talking Points feature enables marketers to provide sellers with guided conversation points and recommended content based on factors like a buyer's behavior, role, and fit. Once configured within the 6sense platform, Custom Talking Points appear on the Actions tab within 6sense Sales Intelligence so BDRs and AEs have easy access to on-brand, approved content when initiating outbound motions. Custom Talking Points enable marketers to:

- Increase consistency in messaging across your sales organization to provide a better customer experience.
- Align messaging across conversations, marketing collateral, and your website.

Custom Talking Points enable sellers to:

- Ramp up more quickly.
- Quickly locate the right content to send to a prospect.
- Reinforce key messaging in specific selling scenarios.
- Understand how to engage different personas.
- Use region or vertical-specific language to build credibility.
- Lay traps for competitors.

Custom Talking Points are configured under Settings > Sales Intelligence > Talking Point Rules and displayed on Contact Cards on the Actions tab in Sales Intelligence.

Each rule includes:

- One or more conditions that can be met for the talking point recommendation to be served.
- Up to five recommended email text, voice prompt, or content recommendations, each of which can be up to 600 characters in length.
- Related personas for which the recommendations should be served.

Below is an example of what a BDR or AE will see if talking points are available for a persona:

The screenshot displays the 'Edit talking point rule' interface in the 6sense application. The main area shows a rule configuration for '6sense for 6sense Foundational Keyword_Predictive Analytics - Head of Marketing/CMO'. The rule name is '6sense for 6sense Foundational Keyword_Predictive Analytics - Head of Marketing/CMO'. The trigger condition is 'When these conditions are met, I want to display talking points aimed at these personas.' The rule is associated with a persona named 'Jane Doe' (Title: VP, City: Larger Location). The rule includes two talking points: 'Value Card: Head of Marketing/CMO' and 'Invitation to Webinar'. The right sidebar shows a summary of the rule: NAME, CONDITIONS (1 set), TALKING POINTS (2 created), and PERSONAS (1 identified).

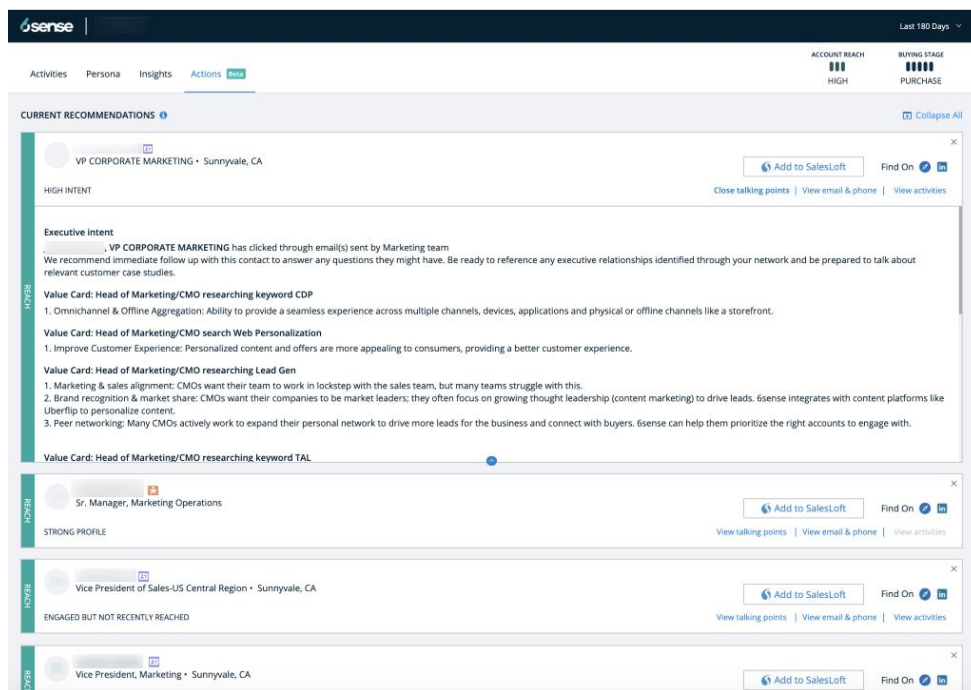
Talking Point Rules are based on conditions, or filters, which are then associated with a persona related to your buyers.

Keywords are one of the most common filters for rules. Conditions based on keywords leverage the branded and generic intent keywords configured in your instance of 6sense – and serve recommendations based on buyers who have researched those keywords. When using keyword-based filters, it's recommended to include all keyword variations to ensure targeting a persona for a specific scenario.

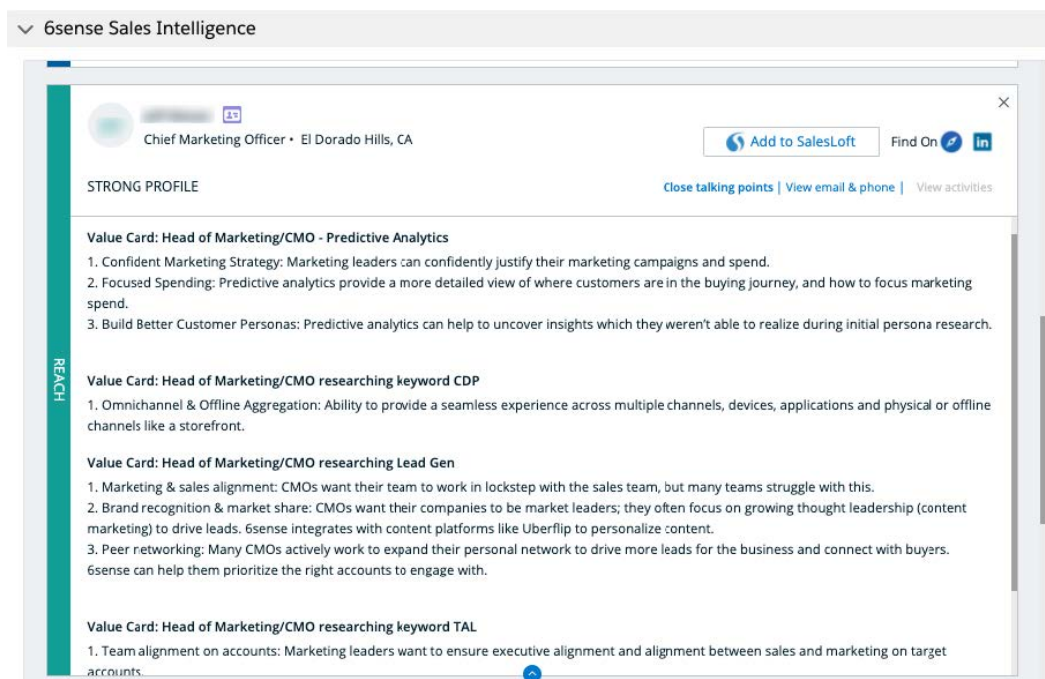
If you have a time-based event to promote, like a webinar, check the box to create a rule without conditions. This allows the talking point to surface for the personas assigned to this rule.

Adding Talking Points

Each rule can be configured with up to five Talking Points. With this limit, we recommend configuring related talking points under one entry instead of adding each entry as one rule. See below for examples.



Below is an example of related entries configured on one talking point rule.



Associating Personas with Talking Points

Next, associate a persona, or personas, with your talking points. You can set the job level and function and provide search terms related to the title. Adding additional terms allows you to narrow down the possibilities of a title.

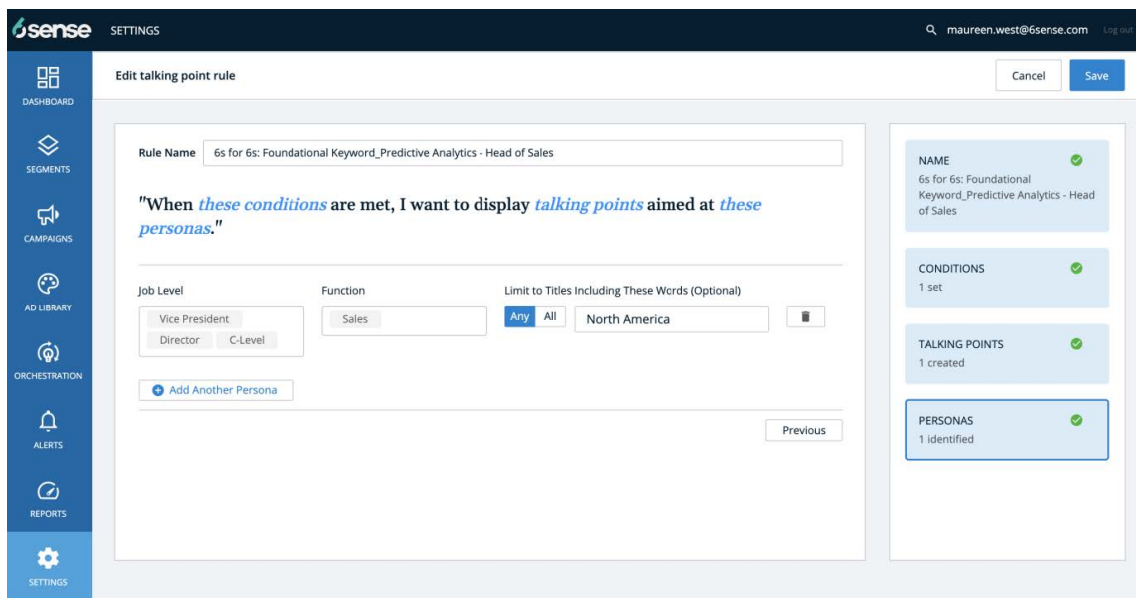
For example, with the persona Head of Sales, you might select:

Job Level: C-level or Vice President

Job Function: Sales

Limit to Titles Including These Words (Optional): blank

When you leave the Limit to Titles Including These Words field blank, the talking point is displayed for any job title containing the function selected. In the case where you do not see a Function that is specific enough, it is recommended to include a term as shown below. For example, if you want to focus on a specific region for your Head of Sales persona, such as North America or Central America, add that region in the Title section to limit the talking points to display only for a persona that includes that term as part of their title.

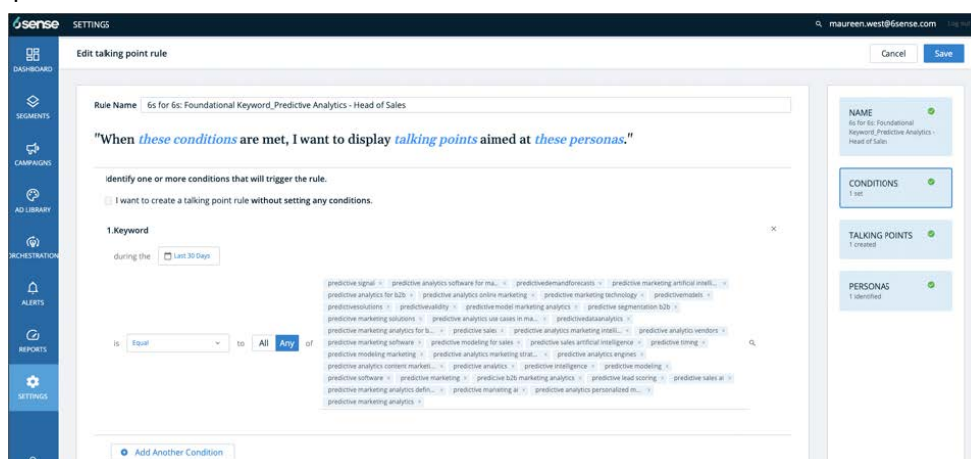


Configuring Talking Points

Below is a step-by-step explanation to configure talking points rules. In this example, we create talking points for Head of Sales contact cards on the Actions tab, if the account researched for the keywords Predictive Analytics in the last 30 days.

1. Name the rule that makes it easily recognizable. In this example, we are naming the rule after a segment combined with the persona we want to reach: 6s for 6s: Foundational Keyword -Predictive Analytics – Head of Sales.
2. Decide if you want this rule to display based on conditions or not. If not, check the box next to I want to create a talking point rule without setting any conditions.
For this example, we are using the Keyword filter.
3. Set the day range from predefined options or specify a date range.
4. Next, select the operator and how to apply the operator and select the keywords. We recommend using the same keywords already configured in your instance.

You have the option to add conditions to further refine matches.



5. Next, add in the text for your talking points.

Reminder: There is a limit of 5 talking point rules.

6. Enter the title, limit of 60 characters.

7. Enter the text, limit of 600 characters.

Note: If you are copying and pasting text, be sure to copy from a text editor. Any text editor will work.

8. Group talking points for a related topic so your BDRs and AEs have all the talking points at a glance. You can also include links to content or assets that support the talking points here.

9. **Click Save.**

Talking points with conditions appear the next day. You can edit any part of the rule at any time, noting that a change in conditions will always require time for processing. Editing the rule name, talking points, or personas results in an immediate update.

Documents / Resources

<p>Best Practices: Custom Talking Points</p> <p>For optimal talking point results, follow these guidelines:</p> <ul style="list-style-type: none"> 1. Create a clear, concise, and compelling value proposition. 2. Tailor the message to the specific audience and their needs. 3. Use a mix of qualitative and quantitative data to support your claims. 4. Highlight the unique benefits and differentiators of your solution. 5. Address common objections and concerns proactively. 6. Keep the message simple and easy to understand. 7. Use a consistent tone and style across all talking points. 8. Test and refine the message based on feedback and results. <p>Custom Talking Points are created in the 6sense platform. To create a custom talking point, follow these steps:</p> <ol style="list-style-type: none"> 1. Go to the 'Talking Points' section in the 6sense platform. 2. Click on 'Create New Talking Point'. 3. Select the 'Custom Talking Point' option. 4. Enter the 'Rule Name' and 'Value Card Title'. 5. Add the 'Qualifying Reason' and 'Talking Points'. 6. Click on 'Save'. <p>For more information, see the 6sense User Manual.</p>	<p>sense Find Custom Talking Points in Sales Intelligence [pdf] User Manual</p> <p>Find Custom Talking Points in Sales Intelligence, Find Custom Talking Points, Sales Intelligence</p>
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