



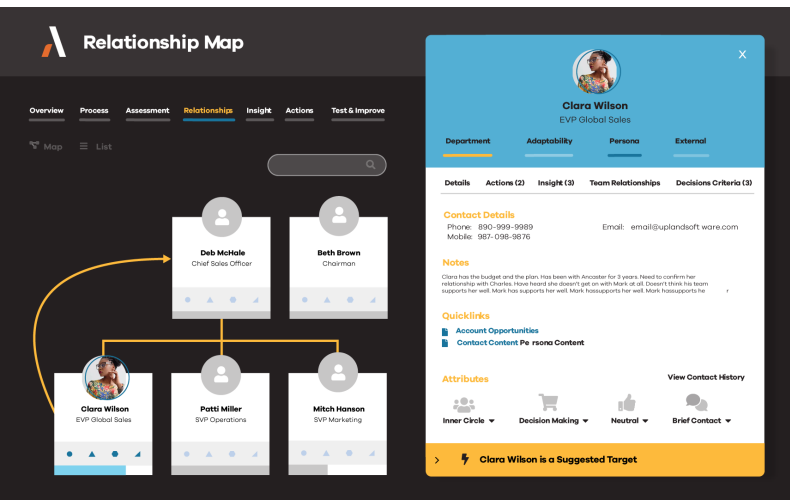
## STRATEGIC REVENUE EXECUTION

# From Plan to Performance. From Insight to Impact.

Unite planning, methodology, and AI powered guidance to help teams qualify stronger, engage deeper, and win more with consistency and confidence.



**Strategic Revenue Execution turns strategy into action, driving disciplined deal execution and predictable growth.**



## Relationship Intelligence Strategy

Quickly visualize key players and influence to build winning relationship strategies.

- Reveal who truly has power and influence across the buying team
- Understand each stakeholder's priorities to build trust and alignment
- Execute relationship strategies that drive faster, larger, and more predictable wins

## ALTIF / Assessment

### Ancaster Engineering - 200 Enterprise Licenses

Overview Process Assessment Relationships Insights Actions

| + Add Competitor         | Altify | RK Strategies | Victor Tech |
|--------------------------|--------|---------------|-------------|
| Is there an opportunity? | ✓✓✓??  | ✓✓✓✓?         | ✓✓✓??       |
| Can we compete?          | ✓✓✗??  | ✓✓✓✗?         | ?✗✗??       |
| Can we win?              | ✓?✓✓✗  | ??✓?✗         | ?✗?/??      |
| Is it worth winning?     | ✓✓✓✓✓  | ✓✓✓✗✓         | ✗✓✓✓✓       |

## Opportunity Assessment & Qualification

Follow proven best practices to ensure sellers focus on deals with the highest probability for success.

- Apply proven methodology to focus on high-value, high-probability opportunities
- Identify and de-risk deals early using structured, repeatable assessment best practices
- Maximize seller focus, confidence, and conversion rates through disciplined execution

# We are the leader at the intersection of strategy, AI, and revenue execution.

Sustained revenue growth happens when strategic intent, proven methodology, and AI-powered execution come together — turning planning into predictable performance.

## Map Buying Teams

- | Leverage organizational politics
- | Surface influence, support status, traits, and roles
- | Track relationship ownership

## Improve Forecast Accuracy

- | Reliably predict close dates
- | View pipeline by deal or across the whole team
- | Strategically coach sellers to help close deals

## Boost Deal Size & Win Rates

- | Drive more impactful deal reviews
- | Qualify deals for maximum clarity
- | Guide sellers to deliver win-win outcomes

## Collaborate on Deal Reviews

- | Collaborate on deal reviews
- | Uncover questions, vulnerabilities, and recommendations
- | Leverage the whole revenue team to progress deals



## Guide Discovery Process

- | Framework for uncovering value with every conversation
- | Refocus sellers on buyer needs
- | Align and verify customer goals, initiatives, pressures and obstacles

## Team Selling

- | Create contact specific actions with due dates
- | Connect contacts to buyer insights
- | Track relationship ownership within your org

## Qualify Effectively

- | Focus resources on deals most likely to close
- | Disqualify deals that are not worth winning
- | Improve win rates

## TAS Methodology Operationalized

- | Bring structured, proven sales methodology into daily deal execution
- | Reinforce consistent assessment, relationship mapping, and stakeholder alignment
- | Turn strategic selling principles into measurable, repeatable outcomes



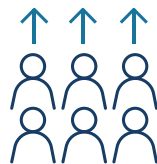
# Empower Your Teams with Methodology, Enablement, & Execution Expertise.

Partner with Altify to deliver integrated sales best practices paired with the change management and training services you need to ensure maximum long-term success.



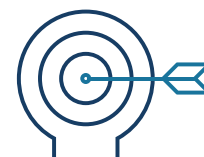
## Intentional Planning & Selling.

Living plans keep every seller focused, every manager aligned, and every deal advancing with discipline, clarity, and purpose.



## Align Extended Revenue Team.

Unite sales, marketing, and customer success with a single customer view to enable better collaboration, uncover gaps, and grow revenue.



## AI-Powered Sales Execution.

MaxAI agents provide contextual guidance, coaching insights, and execution discipline that drives predictable growth.



*Altify helped us to not focus solely on the deal; instead, focus on a bigger agenda to help our customers deliver to their customers in the right way. We're now invited to sit with them and almost be a part of their team. It's a massive change from just selling single solutions to being a true partner in the space."*

**Jason Cooper**

Head of Sales Excellence, Johnson Controls

**"We went from sitting across the table from our customer to sitting on the same side."**

GE Healthcare

**137%**

**Increase in win rate when 3 supporters identified on relationship map**

Autodesk

**8x**

**Pipeline increase when planning through Altify.**

Johnson Controls

### Altify Accounts

Unlock growth potential

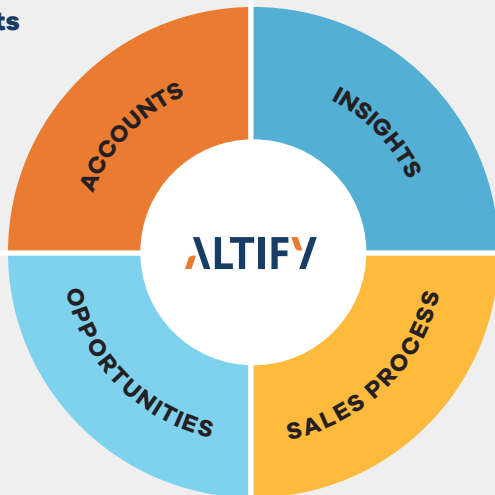
### Altify Insights

Unleash the power of connections

## Complement your sales tech stack with Altify's suite of Salesforce native solutions

Connecting Altify Sales Solutions fully enables simplified selling

- Altify Accounts
- Altify Insights
- Altify Opportunities
- Altify Sales Process



### Altify Opportunities

Boost deal size and win rates

### Altify Sales Process

Accelerate sales cycles

## Used by Leading Sales Organizations Around the World



GE HealthCare

AUTODESK



## Ready to get things done?

Contact us to learn how Altify can help you create connection, clarity, and collaboration in every sales engagement.

Get in touch

### Altify - The Standard for World-Class Sales Execution.

Altify was founded on a core belief: strategic B2B selling puts the customer at the center. We know sales success isn't just about selling something—it's about creating mutual value, which demands a solid plan. Our mission is to shape the next generation of sales leaders. We equip revenue teams with proven methodology, strategy, and technology to foster a customer-first mindset that strengthens relationships and wins more opportunities. Altify is not just software, but rather full-service sales transformation, powered by software. Our expert team helps sales organizations build and scale successful, tailored methodology-backed programs, with wholistic support from sales strategy and training to technical implementation. We ensure long-term customer value, proudly helping the world's best sales teams deliver unparalleled results. See how Altify can transform your revenue operations at [altify.com](https://altify.com)