

HIGHSPOT + SALESLOFT

Top-rated Sales Engagement and Sales Enablement

Bring Highspot's AI-powered content recommendations, tracking, and analytics to your Salesloft cadences, emails, and snippets. Ensure your reps have the right content to create engaging, personalized interactions with prospects throughout their buying journey by allowing them to easily find the most up-to-date, on-brand, and on-message content without ever leaving Salesloft. Together, Highspot and Salesloft enable you to drive powerfully streamlined and personalized communications at scale, resulting in increased rep efficiency, and the ability to engage with prospects at scale.

Buyers today are **2.6x** more likely to purchase a larger deal when content is used throughout the selling process.¹



Engage buyers

Empower your reps with the tools they need to make every customer interaction engaging with AI-powered content recommendations directly within Salesloft cadences, emails, and snippets. Design compelling experiences with pitch templates and micro-portals that merchandise content and provide engagement insights into views, shares, and downloads.



Analyze Performance

Give reps valuable insight into how prospects are engaging with content in order to help move the conversation forward. Reps can see when individual recipients view, download, or share content sent through Salesloft as well as linger times on individual slides or pages.



Save Time and Streamline Workflows

Increase rep efficiency and maximize selling time by giving your reps seamless access to the entire Highspot content library directly within Salesloft.



Find Content

Reduce the time it takes your reps to find content by 95% with powerful search and curated browsing experiences that make it easy for reps to locate sales content for specific selling scenarios right within Salesloft.

¹ Gartner