



 EQUILAR | Salesloft.

Implementation Guide

Equilar Executive Transition Signals

Overview

Salesloft and Equilar have partnered to deliver real-time Signals on executive transitions through Rhythm. In today's selling environment, signals indicating key leadership changes at target accounts are critical details for sales and marketing teams. Equilar Executive Transition Signals allow users to seamlessly track and act on time-sensitive transition insights within Cadences. With Equilar Signals integrated into Rhythm and Live Feed, Sales Managers and Customer Success teams gain the ability to receive timely notifications on recent executive appointments and departures at their target accounts.

Uncover opportunities through the power of people intelligence and stay ahead of critical changes through the Equilar Integration. By enabling the Equilar Executive Transition Signals, sellers in the Salesloft platform will see a notification and task related to the below transition events in their territories:

- Appointments
- Promotions
- Departures

Enable the Equilar Integration

To setup the Equilar integration, follow these steps as the Salesloft Admin:

- Navigate to **Salesloft Marketplace** >>> **Rhythm** >>> [Equilar, Inc.](#) ;
- Click on **"Install"**;
- Authorize the application and Fortune 500 Executive Transition Signals will be turned on.

Once you've enabled the integration and your Admin has set up Equilar Plays, you can run them from the Rhythm Focus Zone.

Run an Equilar Integration Play

To run an Equilar Integration Play from the Rhythm Focus Zone, follow these steps:

- Scroll through Rhythm Focus Zone tasks list and find an Equilar Play;
- Click the Equilar Play to gain transition insights on related Account records and to see actionable next-steps;
- Hit the Play icon to complete the Equilar Play setup.