

**JORIK VAN  
DEN BOSCH**

**HOW TO USE AI IN B2B SALES**

# The New outbound sales



**ANALOGUE**



**DIGITAL &  
AUTONOMOUS**

# Not ready yet?



Think again

Alice Mike Company Customers

# Digital workers, Human results.

For Sales, RevOps, and Go-to-Market Teams.

Get started

## Digital workers transform your workforce

Intelligent, enterprise-ready, and seamlessly embedded in your operations—digital workers bring advanced AI technology to your team, scaling effortlessly to drive outcomes and push productivity.

Get started

A dashboard interface showing a central profile of a digital worker (a man in a suit) connected to various icons representing different tools and services. To the right is a calendar for March 2024.

Alice Mike Company Customers

Autopilot activated

Alice the SDR  
Hey James, have you tried hiring an AI SDR?

Active

Incoming  
Mike the Phone Agent

# Impact:

## Who is Jorik Van den Bosch?

- Founder Wennovate: B2B sales strategy
- Sales Expert SOS: School of sales
- Sales & Marketing strategy for +250 companies & counting

**Aerospace engineer, expert in cold outreach for tech companies**

### **International Sales Consultant positions:**

Ceracarbon (BE-NL-DE): textile & packaging industry

BMT Aerospace (BE-DK-DE-US): 3D printing industry

Creacooling (BE-ES-CH-NL): European logistic industry

BeCode (BE): Software Development

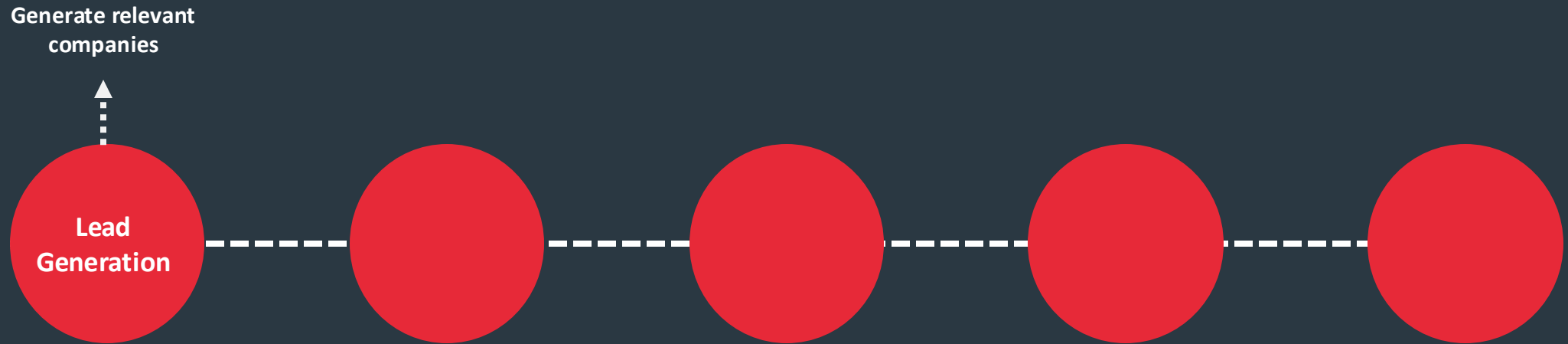
Innervate (BE-DE-DK): Danish & German Robotics Industry

Eurolasma (BE-US-DE): Nanotech in battery & PCB Industry

BikeLabs (BE-NL-DE-UK): Bicycle manufacturing industry



# AI IN B2B SALES



# Lead Generation in 2025

## NOW

- Finding leads through demographic lead search (NACE code, activities,...)
- Inaccurate lists
- Creating qualitative lists required extensive desk research.

## FUTURE

- Targeted outreach using machine learning and web scraping.
- Searching based on Intent, Lookalikes.
- Quickly creating qualitative lists.

# Website topics & scraping

Contacts Companies (115) Favorites (0) Recent activity

Filters (2) Clear filters Save search

COMPANIES

Company name +

HQ company location Clear +  
Belgium x Netherlands x

Industry Clear +  
Company Keywords  
Plasma Coating x Plasma Treatment x  
Nanotechnology x

Employee headcount +

Revenue +

Funding +

Technology +

Year founded +

Intent +

CONTACTS

Contact details +

0 selected View employees Export CSV Save to list 1 - 25 of 115

Company	Industry	HQ location	Company size	Intent
<input type="checkbox"/> imec <a href="#">View employees</a>	Business Services, Research Services +1	Leuven, Belgium	5.001 - 10.0...	
<input type="checkbox"/> University of Twente <a href="#">View employees</a>	Education, Higher Education +1	Enschede, Netherlands	1.001 - 5.000	
<input type="checkbox"/> Takeda in Belgium <a href="#">View employees</a>	Manufacturing, Pharmaceuticals +1	Zaventem, Belgium	1.001 - 5.000	1
<input type="checkbox"/> Ablynx <a href="#">View employees</a>	Business Services, Biotechnology Rese... +1	Belgium	201 - 500	
<input type="checkbox"/> IHI Hauzer Techno Coating <a href="#">View employees</a>	Manufacturing, Industrial Machinery & E... +1	Venlo, Netherlands	51 - 200	
<input type="checkbox"/> LeydenJar <a href="#">View employees</a>	Business Services, Research Services +1	Leiden, Netherlands	51 - 200	
<input type="checkbox"/> Asmi Netherlands B.V. <a href="#">View employees</a>	Manufacturing, Industrial Machinery & E... +1	Netherlands	1.001 - 5.000	1
<input type="checkbox"/> QuTech <a href="#">View employees</a>	Business Services, Research Services +1	Delft, Netherlands	201 - 500	
<input type="checkbox"/> Delta Engineering <a href="#">View employees</a>	Manufacturing, Plastics & Rubber Produ... +1	Ophasselt, Belgium	51 - 200	
<input type="checkbox"/> VSPARTICLE <a href="#">View employees</a>	Business Services, Research Services +1	Delft, Netherlands	11 - 50	
<input type="checkbox"/> ECOS <a href="#">View employees</a>	Organizations, Civic & Social Organizati... +1	Brussels, Belgium	11 - 50	

Go to page 1 < 1 2 3 4 5 >



**Identify niche companies**

# Intent data

Contacts Companies (5) Favorites (0) Recent activity Saved searches

Filters (3) Clear filters Save search

HQ company location Belgium x

Industry Hospitals, Healthcare & Clinics x

Employee headcount +

Revenue +

Funding +

Technology +

Year founded +

Intent CRM Software x

0 selected View employees Export CSV Add to Favorites 1 - 5 of 5

Company	Intent topics	Intent Level	Industry	HQ location	Company size	
<input type="checkbox"/> UZ Brussel	View employees	1/1	Very Hot	Hospitals & Healthcare	Brussels, Belgium	1,001 - 5,000
<input type="checkbox"/> Integratie en Inburgering Antwerpen	View employees	1/1	Very Hot	Hospitals & Healthcare	Antwerpen, Belgium	1 - 10
<input type="checkbox"/> Zorgbedrijf Antwerpen	View employees	1/1	Very Hot	Hospitals & Healthcare	Antwerpen, Belgium	1,001 - 5,000
<input type="checkbox"/> Centre for Medical Genetics - UZ Brussels	View employees	1/1	Very Hot	Hospitals & Healthcare	Jette, Belgium	51 - 200
<input type="checkbox"/> European Face Centre - Universitair Ziekenhuis Bruss...	View employees	1/1	Very Hot	Hospitals & Healthcare	Jette, Belgium	11 - 50



**Identify companies that are looking for CRM software (intents)**

# Signals

axonjay Self-ML Platform™ AI-Signal Sales Xpert

My Apps Tina Stroobandt | Demo Support Logout

Company Monitor > Company Portfolio

## UK - Food manufacturing

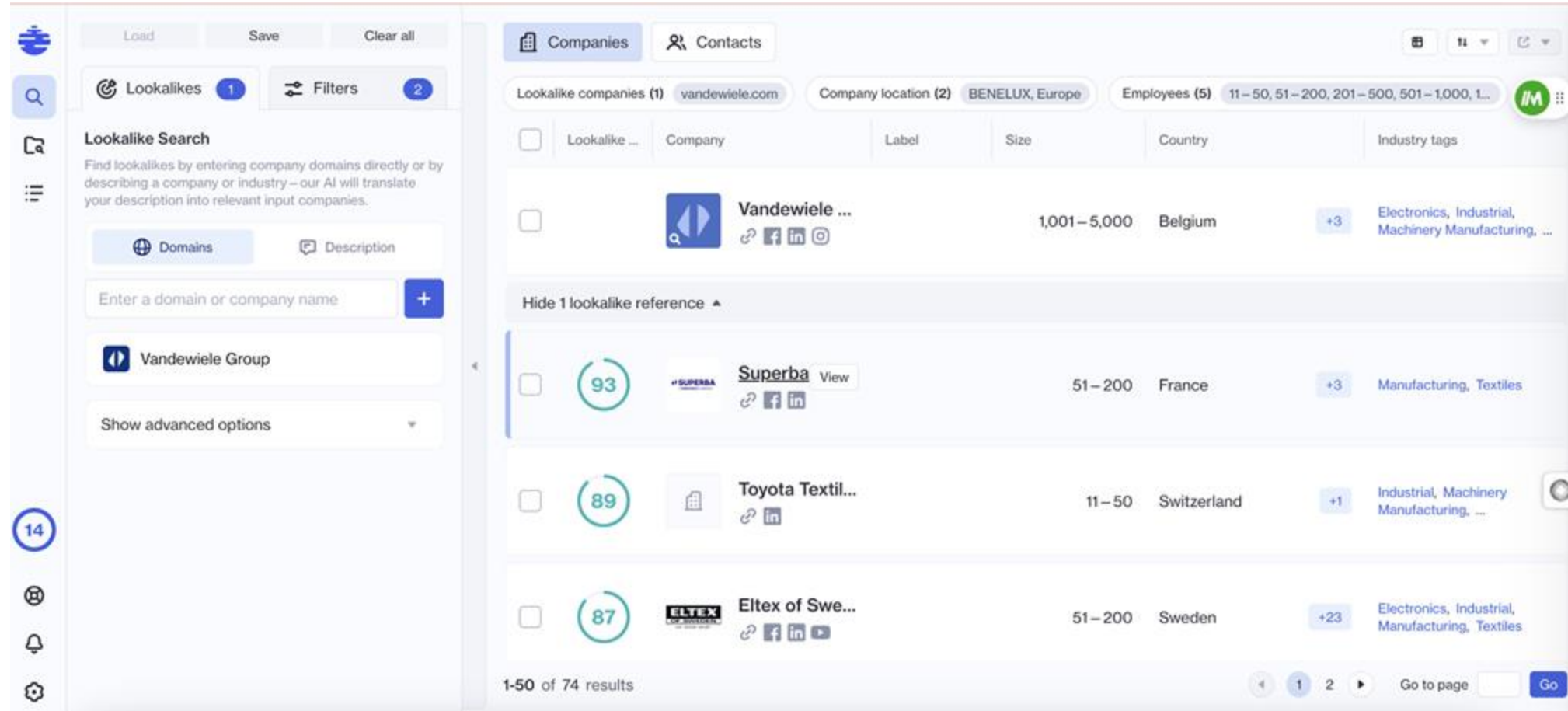
Reset Sorting And Filters

Select	Name	City	Country	Recent Degree of Activity	Latest Feedback	Feedbacks Given	Latest Prediction	Latest Signal	Latest Activity
<a href="#">Details</a>	SK Chilled Foods	Billingham	GB	★★★★★	08/05/2024	1	11/03/2025	12/11/2024	21/11/2024
<a href="#">Details</a>	Rain Nutrience	Dunkeswell	GB	★★★★☆	-	0	-	10/03/2025	10/03/2025
<a href="#">Details</a>	Rich Sauces	Newtownards	GB	★★★★☆	10/12/2024	1	-	07/03/2025	11/03/2025
<a href="#">Details</a>	Nomad Foods	Feltham	GB	★★★★☆	18/12/2024	1	-	11/03/2025	11/03/2025
<a href="#">Details</a>	COOK	Sittingbourne	GB	★★★★★	21/11/2024	1	-	11/03/2025	11/03/2025
<a href="#">Details</a>	Artisanal Spirits Co..	Edinburgh	GB	★★★★☆	-	0	-	08/03/2025	08/03/2025
<a href="#">Details</a>	The Ice Co	Pontefract	GB	★★★★★	22/11/2024	1	-	07/03/2025	11/03/2025
<a href="#">Details</a>	Alivini	London	GB	★★★★★	-	0	-	07/03/2025	09/03/2025
<a href="#">Details</a>	AB Sugar	Peterborough	GB	★★★★★	12/12/2024	1	-	06/03/2025	10/03/2025
<a href="#">Details</a>	Planet Doughnut	Shrewsbury	GB	★★★★☆	-	0	-	06/03/2025	10/03/2025
<a href="#">Details</a>	Gratte Brothers	London	GB	★★★★☆	-	0	-	06/03/2025	07/03/2025
<a href="#">Details</a>	Proper Cornish	Bodmin	GB	★★★★★	-	0	-	06/03/2025	06/03/2025
<a href="#">Details</a>	Calbee	Leeds	GB	★★★★★	25/01/2022	1	-	05/03/2025	05/03/2025
<a href="#">Details</a>	Juice Sauz Distribu...	Lincoln	GB	★★★★★	-	0	-	04/03/2025	11/03/2025
<a href="#">Details</a>	A G Berr	Cumbernault	GB	★★★★★	29/11/2024	1	-	04/03/2025	04/03/2025



**Identify companies that send out lots of signals  
(new Ceo, new hires, new product,...)**

# Lookalikes



Lookalike Search





Find lookalikes by entering company domains directly or by describing a company or industry – our AI will translate your description into relevant input companies.

Domains Description

Enter a domain or company name +

Vandewiele Group

Show advanced options

Lookalike ...	Company	Label	Size	Country	Industry tags
<input type="checkbox"/>	 Vandewiele ...		1,001 – 5,000	Belgium	+3 Electronics, Industrial, Machinery Manufacturing, ...
Hide 1 lookalike reference ▲					
<input type="checkbox"/>	 Superba View		51 – 200	France	+3 Manufacturing, Textiles
<input type="checkbox"/>	 Toyota Textil...		11 – 50	Switzerland	+1 Industrial, Machinery Manufacturing, ...
<input type="checkbox"/>	 Eltex of Swe...		51 – 200	Sweden	+23 Electronics, Industrial, Manufacturing, Textiles

1-50 of 74 results

Go to page  Go



**Identify companies that are similar to your best customers**

# Lead Enrichment

Lead enrichment means **adding extra data to your lead lists**


## This includes:

- **Contact details** (contacts, emails, phone numbers)
- **Relevant company information** (business goals, open vacancies, news, technologies, ...)
- **Insights to personalize your outreach:** such as determining if a lead fits within your Ideal Customer Profile (ICP).
- Tools: Clay.com & baseloop.io



# Lead Enrichment: use AI Agents

All Leads Columns 12/4

<input type="checkbox"/>	Company Website	 ICP Fit
<input type="checkbox"/>	<a href="https://www.unitedco...">https://www.unitedco...</a>	No Fit
<input type="checkbox"/>	<a href="http://www.televic.com">www.televic.com</a>	No Fit
<input type="checkbox"/>	<a href="http://www.customs4...">http://www.customs4...</a>	Fit
<input type="checkbox"/>	<a href="http://www.ae.be">http://www.ae.be</a>	Fit
<input type="checkbox"/>	<a href="http://www.provite.nl">http://www.provite.nl</a>	No Fit. Provite prima
<input type="checkbox"/>	<a href="https://contimeta.co...">https://contimeta.co...</a>	Fit
<input type="checkbox"/>	<a href="http://www.liebaert.c...">http://www.liebaert.c...</a>	<b>**No Fit**</b> : Liebaert
<input type="checkbox"/>	<a href="https://www.xylos.com">https://www.xylos.com</a>	No Fit
<input type="checkbox"/>	<a href="http://www.captainso...">http://www.captainso...</a>	No Fit. The compan

### ICP Fit

3 per row

**Model**  
Choose your model. Some models are more expensive but provide higher quality results.

gpt-4o-mini - Cost: \$, Quality: Medium

**Your Goal**  
Divide the task into smaller steps. Give clear instructions for each step, specifying the expected output.

Visit the website **Company Website**

Check if the company fits within my ICP:

B2B tech companies that are active in engineering, machine construction or textiles

only return with Fit or No Fit

Type / to Insert Column

**Max Cost**  
Set the maximum cost per record. Requests exceeding this limit will be canceled.

\$0.20

# Lead Enrichment: AI Generated Icebreakers

All Leads   
  Columns 11/42   
 ↑↓ Sort by   
 ⚙ Add filter   
 🔗 Connect External Column

<input type="checkbox"/>	L	T Company Name	🔗 Company Website	📄 Lookup Technol... ▶	📧 emailHostingProvi...	🔗 Find Most ... ⚡ ▶	📊 Summary Score ▶	+
<input type="checkbox"/>	.linkedin...	Barco	🔗 <a href="http://www.barco.com">http://www.barco.com</a>	✅ 4 technologies found	Microsoft Azure DNS, Mic...	The summary provided d...	5 pt	
<input type="checkbox"/>	.linkedin...	Azelis	🔗 <a href="https://www.azelis.com">https://www.azelis.com</a>	✅ 2 technologies found	Microsoft Exchange Onlin...	Azelis appears to be grow...	10 pt	
<input type="checkbox"/>	.linkedin...	ENGIE Belgium	🔗 <a href="https://corporate.engi...">https://corporate.engi...</a>	✅ No technologies found	N/A	I couldn't find anything rel...	0 pt	
<input type="checkbox"/>	.linkedin...	Denys	🔗 <a href="http://www.denys.com">http://www.denys.com</a>	✅ 2 technologies found	Microsoft Exchange Onlin...	I couldn't find anything rel...	10 pt	
<input type="checkbox"/>	.linkedin...	Daikin Europe	🔗 <a href="http://www.daikin.eu">http://www.daikin.eu</a>	✅ 2 technologies found	Microsoft Azure DNS, Mic...	Daikin Europe is likely exp...	10 pt	
<input type="checkbox"/>	.linkedin...	Ravago	🔗 <a href="https://www.ravago.c...">https://www.ravago.c...</a>	✅ No technologies found	N/A	I couldn't find anything rel...	0 pt	
<input type="checkbox"/>	.linkedin...	Securex	🔗 <a href="http://www.securex.be">http://www.securex.be</a>	✅ 3 technologies found	Microsoft Exchange Online	I couldn't find anything rel...	0 pt	
<input type="checkbox"/>	.linkedin...	Barco	🔗 <a href="http://www.barco.com">http://www.barco.com</a>	✅ No technologies found	N/A	I couldn't find anything rel...	0 pt	
<input type="checkbox"/>	.linkedin...	Vinçotte	🔗 <a href="https://www.vincotte...">https://www.vincotte...</a>	✅ 2 technologies found	Microsoft Azure DNS, Mic...	I couldn't find anything rel...	10 pt	
<input type="checkbox"/>	.linkedin...	Skytree Services	🔗 <a href="http://www.skytreese...">http://www.skytreese...</a>	✅ No technologies found	N/A	I couldn't find anything rel...	0 pt	
<input type="checkbox"/>	.linkedin...	DEME Group	🔗 <a href="http://www.deme-gro...">http://www.deme-gro...</a>	✅ 2 technologies found	Microsoft Exchange Onlin...	DEME Group is growing a...	10 pt	▶

# Lead Enrichment: AI Generated Icebreakers

All Leads Columns 12/43 Sort by Add filter Connect External Column Outreach icebreaker

<input type="checkbox"/>	ICP ...	Find Recent Lin...	Hiri...	Outreach icebreaker
<input type="checkbox"/>	No Fit	✓ No posts found	3 Teamleider ...	ik zag vandaag dat jullie op zoek zijn naar een teamleider auto, manager HRM en soft...
<input type="checkbox"/>	No Fit	✓ Posts extracted	17 Customer ...	ik zag vandaag jouw LinkedIn-post over het belang van datagedreven besluitvorming ...
<input type="checkbox"/>	Fit	✓ No posts found	nothing found	ik zag vandaag jouw LinkedIn-profiel en zag dat jullie op zoek zijn naar verschillende p...
<input type="checkbox"/>	No Fit	✓ No posts found	16 Software E...	ik zag vandaag dat jullie op zoek zijn naar verschillende profielen zoals Software Engin...
<input type="checkbox"/>	No Fit	✓ Posts extracted	nothing found	ik zag vandaag jouw LinkedIn-post over wie LinkedIn gebruikt voor acquisitie en zag d...
<input type="checkbox"/>	Fit	✓ Posts extracted	5 SEA Special...	ik zag vandaag jouw LinkedIn-post over de waarde van kwaliteit boven prijs en zag oo...
<input type="checkbox"/>	Fit	✓ No posts found	nothing found	ik zag vandaag dat jullie op zoek zijn naar specifieke profielen, maar ik kon niets vinde...
<input type="checkbox"/>	No Fit	✓ Posts extracted	nothing found	ik zag vandaag jouw LinkedIn-post over de wake-up call voor realistische AI-implem...
<input type="checkbox"/>	No Fit	✓ Posts extracted	8 Accountant...	ik zag vandaag jouw LinkedIn-post over jouw nieuwe avontuur als Partnership Manage..

# Crystal Knows – predict your customers' profile

The image shows a LinkedIn profile for Michael Humblet, founder of Chaomatic. The profile includes a cover photo with the company logo and name, a bio, and connection statistics. A Crystal Knows overlay is positioned on the right side of the profile, displaying a predicted personality type of 'Di (Driver)' with associated traits like 'Determined', 'Persuasive', and 'Ambitious'. It provides specific communication advice under 'HOW TO COMMUNICATE', including 'Do' (energetic, assertive) and 'Don't' (overly friendly, in-depth descriptions) tips. At the bottom of the overlay is a DISC MAP diagram.

**Michael Humblet** · 1ste  
Auteur van WHY NOW en Nobody Knows You! Founder Chaomatic & School of Sales. Uw prospecten zijn veranderd, u ook?  
Brussel en omgeving · [Contactgegevens](#)  
28.663 volgers · 500+ connecties  
Tasso Limneos, Tom Herrijgers en 869 andere gemeenschappelijke connecties

[Bericht](#) [Weergeven in Sales Navigator](#) [Mijn website bezoeken](#) [Meer](#)

Profiel verbeterd met Premium

**lemlist**

Michael Humblet Not added to lemlist

**Michael Humblet**  
Predicted profile

**Di (Driver)**  
Determined · Persuasive · Ambitious

**HOW TO COMMUNICATE**

Focus on ambitious goals, out-of-the-box solutions, and moving quickly.

**Do**

- ✓ Use an energetic, assertive tone
- ✓ Speak with high energy and answer questions directly

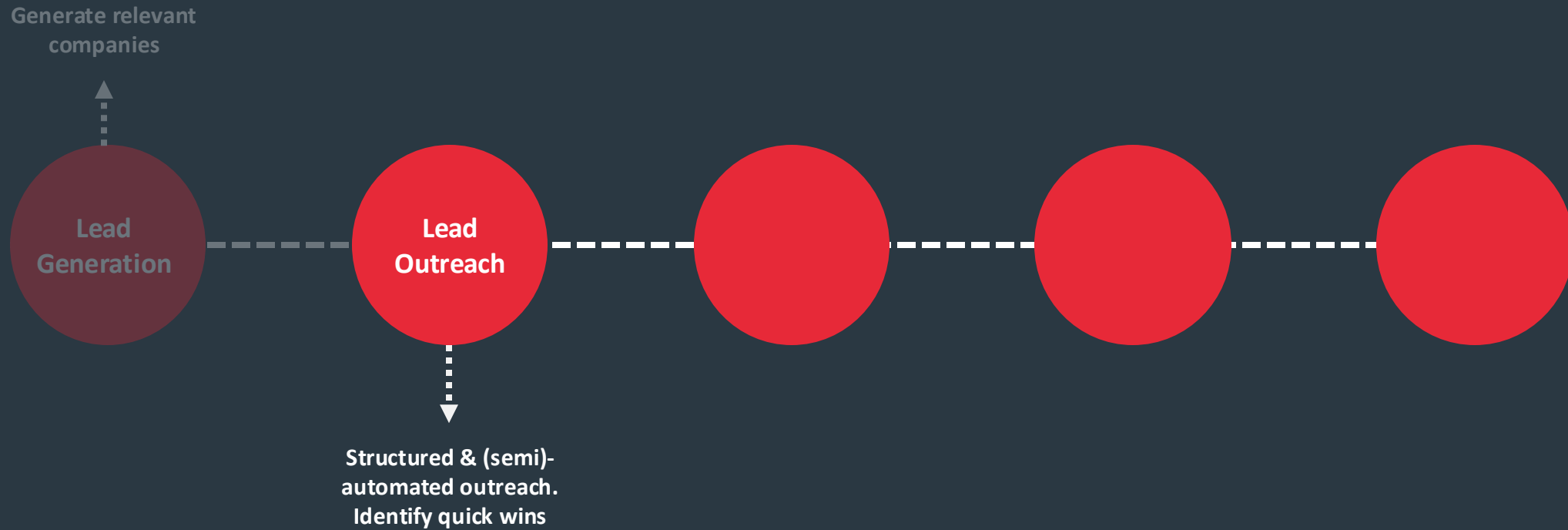
**Don't**

- ✗ Don't be overly friendly; be assertive and push back when you need to
- ✗ Don't give in-depth product descriptions without explaining bottom-line impact

**DISC MAP**

Dominant | DI | Id | Influential  
D | I | S

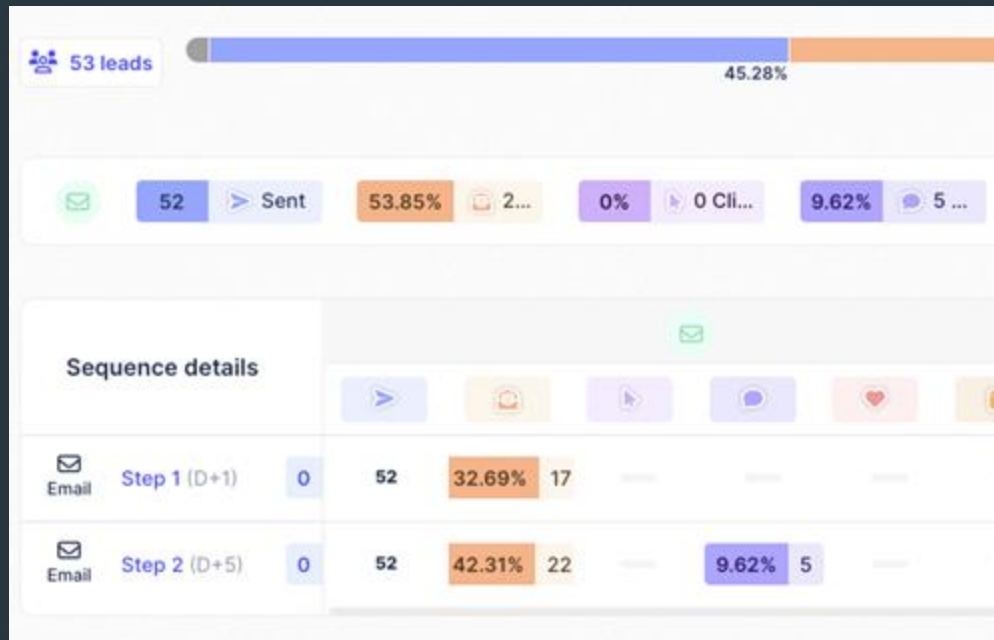
# AI IN B2B SALES



# 1%

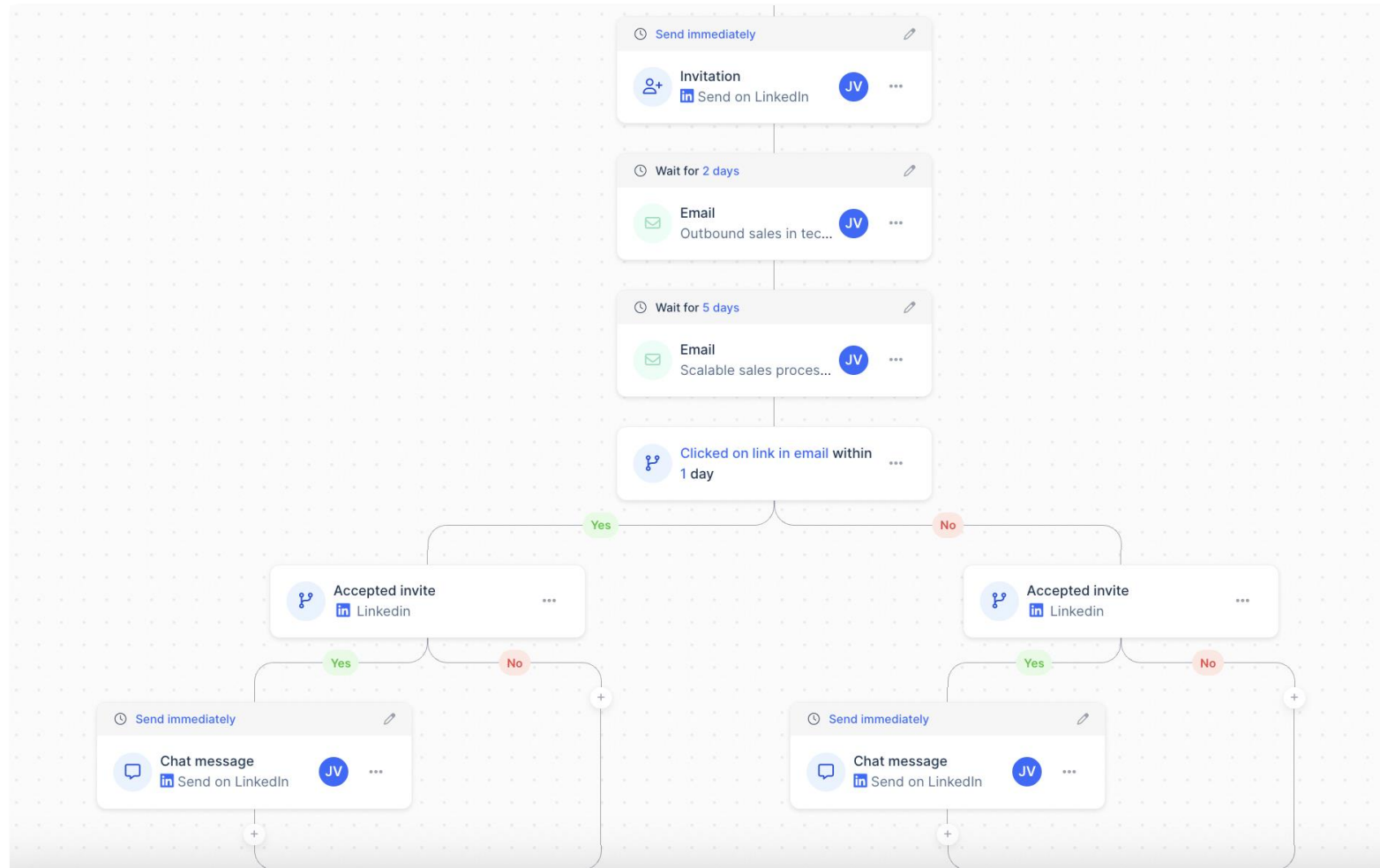
Average cold e-mail reply

# vs



187	55.0%	0%	28.0%	11.0%	<input checked="" type="checkbox"/>
Delivered	(102)	(0)	(52)	(21)	
	Opened	Clicked	Replies	Interested	
200	52.0%	0%	21.0%	7.5%	<input checked="" type="checkbox"/>
Delivered	(103)	(0)	(42)	(15)	
	Opened	Clicked	Replies	Interested	

# Example outreach tooling



# Which prospects to call first?

80 Leads imported



Search by email, last name, first name, phone number.

<input type="checkbox"/> First & last name	Lead score
<input type="checkbox"/> Lluís	100
<input type="checkbox"/> Ale	100
<input type="checkbox"/> James	100
<input type="checkbox"/> Nacho	100
<input type="checkbox"/> Ran	67
<input type="checkbox"/> Ryan	67
<input type="checkbox"/> Viacheslav	67
<input type="checkbox"/> Marc	67
<input type="checkbox"/> Joaquín	67
<input type="checkbox"/> Albert	67

## Score calculation

Define multiple user events and assign them weights to calculate the lead score

### EMAIL

Email opened Positive

Clicked on a link Positive

Replied to email Positive

### LINKEDIN

Accepted invitation Positive

Message opened Positive

Replied to linkedin message Positive





# Cold Calling

# AI in (cold) calling

**Analyzing Conversations:** Quickly review past conversations without listening to recordings, saving time and helping monitor team performance.

**CRM Integration:** Automatically log conversation data, including transcripts, into the CRM system for a complete view of customer interactions.

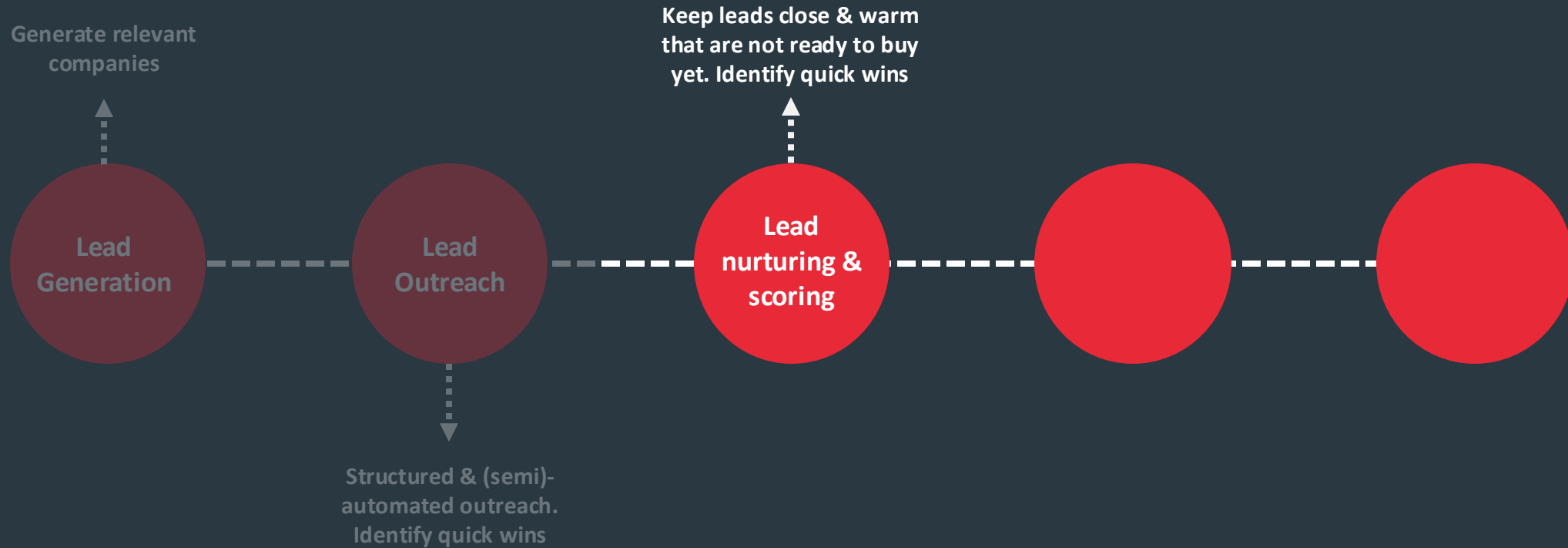
**Training & Onboarding:** Use transcripts as learning material to effectively train new team members.



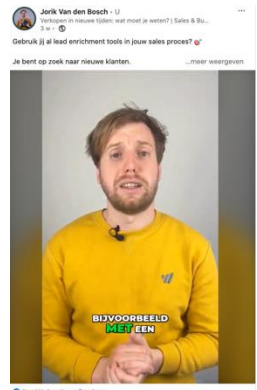
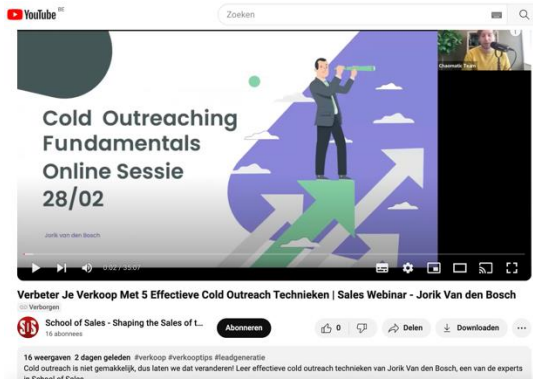
# Autonomous cold calls



# AI IN B2B SALES



# SCALE YOUR EXPERTISE



E-mail addresses

**B** Blog 2: De Kracht van Persoonlijke Verwijzingen in Sales  
**C** Outreach  
**H** Het Cruciale Belang van Verwijzingen bij Eerste Contact  
**I** In de wereld van sales en marketing is het eerste contact met een potentiële klant cruciaal. Een verwijzing aan het begin van je outreach bericht kan het verschil maken tussen volledig genegeerd worden en de aandacht trekken van je potentiële klant.  
**T** Het gebruik van een persoonlijke verwijzing toont aan dat je niet alleen je huiswerk grondig hebt gedaan, maar ook dat je een specifieke reden hebt om contact op te nemen. Dit legt de basis voor een gesprek dat verder gaat dan een standaard verkooptalk en creëert een directe connectie met de ontvanger.  
**D** De Onmiskenbare Voordelen van Persoonlijke Verwijzingen  
**H** Het integreren van persoonlijke verwijzingen in je outreach strategie biedt meerdere voordelen die de effectiviteit van je communicatie kunnen verhogen:  
**W**

- **Creëert een Directe Connectie:** Door te refereren aan een gemeenschappelijke kennis, evenement, of relevante inhoud, voelt de ontvanger zich direct verbonden met jou en je bericht.
- **Verhoogt Geloofwaardigheid:** Een verwijzing laat zien dat je een extra stap hebt gezet in je voorbereiding, wat je bericht meer gewicht geeft en je geloofwaardigheid verhoogt.
- **Personaliseert de Benadering:** Een persoonlijke touch maakt je bericht minder generiek en meer op maat gemaakt voor de ontvanger, wat de kans op een positieve reactie verhoogt.

**S** Strategieën voor Effectieve Persoonlijke Verwijzingen  
**C** Om het meeste uit persoonlijke verwijzingen te halen, zijn hier enkele strategieën die je kunt toepassen:  
**J**

1. **Noem een Gemeenschappelijke Connectie of Evenement:** Als je een gemeenschappelijke connectie hebt met de ontvanger, of als jullie beiden een evenement hebben bijgewoond, gebruik dit dan als een ijsbreker. Dit schept onmiddellijk een gevoel van vertrouwdheid.
2. **Verwijs naar Recente Nieuws of Prestaties van het Bedrijf:** Laat zien dat je op de hoogte bent van wat er speelt binnen het bedrijf van de ontvanger. Complimenteer hen met recente successen of benoem interessante ontwikkelingen. Dit toont aan dat je interesse hebt in meer dan alleen een verkoop.
3. **Gebruik Informatie uit Eerdere Interacties:** Als je al eerder contact hebt gehad met het bedrijf, refereren aan deze interacties kan een gevoel van continuïteit en belangstelling voor een langdurige relatie creëren.
4. **Benadruk Gedeelde Waarden of Interesses:** Als je onderzoek aantoonde dat jij en je potentiële klant gedeelde waarden of interesses hebben, benoem deze dan. Dit kan een krachtige basis leggen voor een relatie.

**C** Conclusie: De Kunst van Persoonlijke Verwijzingen  
**H** Het meesterlijk inzetten van persoonlijke verwijzingen in je sales outreach kan de deur openen naar diepere, meer betekenisvolle gesprekken met potentiële klanten.  
**D** Door te laten zien dat je de tijd hebt genomen om je huiswerk te doen en door een persoonlijke connectie te maken, onderscheid je jezelf van de massa en leg je de basis voor succesvolle relaties. Onthoud dat in de wereld van sales, een persoonlijke touch niet alleen opwaarderd wordt, maar ook kan leiden tot betere resultaten.  
**T**

# Lead scoring



Open e-mails +15 pt

Regio Flanders +5 pt



Visit website +5 pt

Machine construction +5 pt



Download e-book +25 pt

250 FTE +5 pt



## TOOLING:



Leadinfo



twilio  
segment

pipedrive

HubSpot

JORIK VAN  
DEN BOSCH



# Lead scoring - Leadinfo

The screenshot displays a CRM interface with a sidebar on the left and a main content area on the right. The sidebar contains filters for 'Geavanceerde filters (0)', 'Periode' (with options like 'Vandaag', 'Gisteren', 'Deze week', etc.), 'Segmenten', and 'Labels'. The main content area shows a search bar and a list of leads. The selected lead is 'metaphor.io', with details for 'Contactgegevens' (Verenigde Staten, metaphor.io), 'Omschrijving' (a paragraph about the metaphor metadata platform), 'Informatie' (Opgericht: 2020, Medewerkers: 4, Branche: Technologie en informatie), and 'Financieel' (Dit bedrijf heeft geen financiële documenten gepubliceerd). There is also an 'ActiveCampaign' button at the bottom right.

**Geavanceerde filters (0)**

**Periode**

- Vandaag
- Gisteren**
- Deze week
- Vorige week
- Februari
- 2025
- 2024
- Altijd
- Aangepast  
Selecteer een datumreeks

**Segmenten** +

- Land is: België
- Be Herhaal bezoek 30 sec
- Be via LinkedIn
- + Toon meer

**Labels** +

- Geen label 4
- Hot 1

**Zoeken...**

Logo	Naam	Locatie	Tijd	Pagina's
ACA	Aca It-Solutions	Hasselt	maa 16:00	1 pagina
PROMOJAGERS	Promojagers	Beernem	maa 13:41	2 pagina's
Ansell	Ansell Healthcare Europe	Brussel	maa 12:43	7 pagina's
Vnkr	Vnkr	Antwerpen	maa 11:34	5 pagina's
	Superoffice Benelux B.V.	Eindhoven	maa 10:21	4 pagina's

**Activiteiten** Over Financieel Activecampaign Personen Opmerkingen **Nieuwe layout**

**Labels**

+ Label toevoegen

**Contactgegevens**

Verenigde Staten metaphor.io

Company location

**Omschrijving**

the metaphor metadata platform represents the next evolution of the data catalog--it combines best-in-class technical metadata (learned from building datahub at linkedin) with behavioral and social metadata. with out-of-the-box deep integration with dbt, it supercharges an organization's ability to democratize data with state-of-the-art capabilities for data governance, data literacy, and data enablement and provides an extremely intuitive user interface that turns even the most non-technical user into a fan of the catalog.

**Informatie**

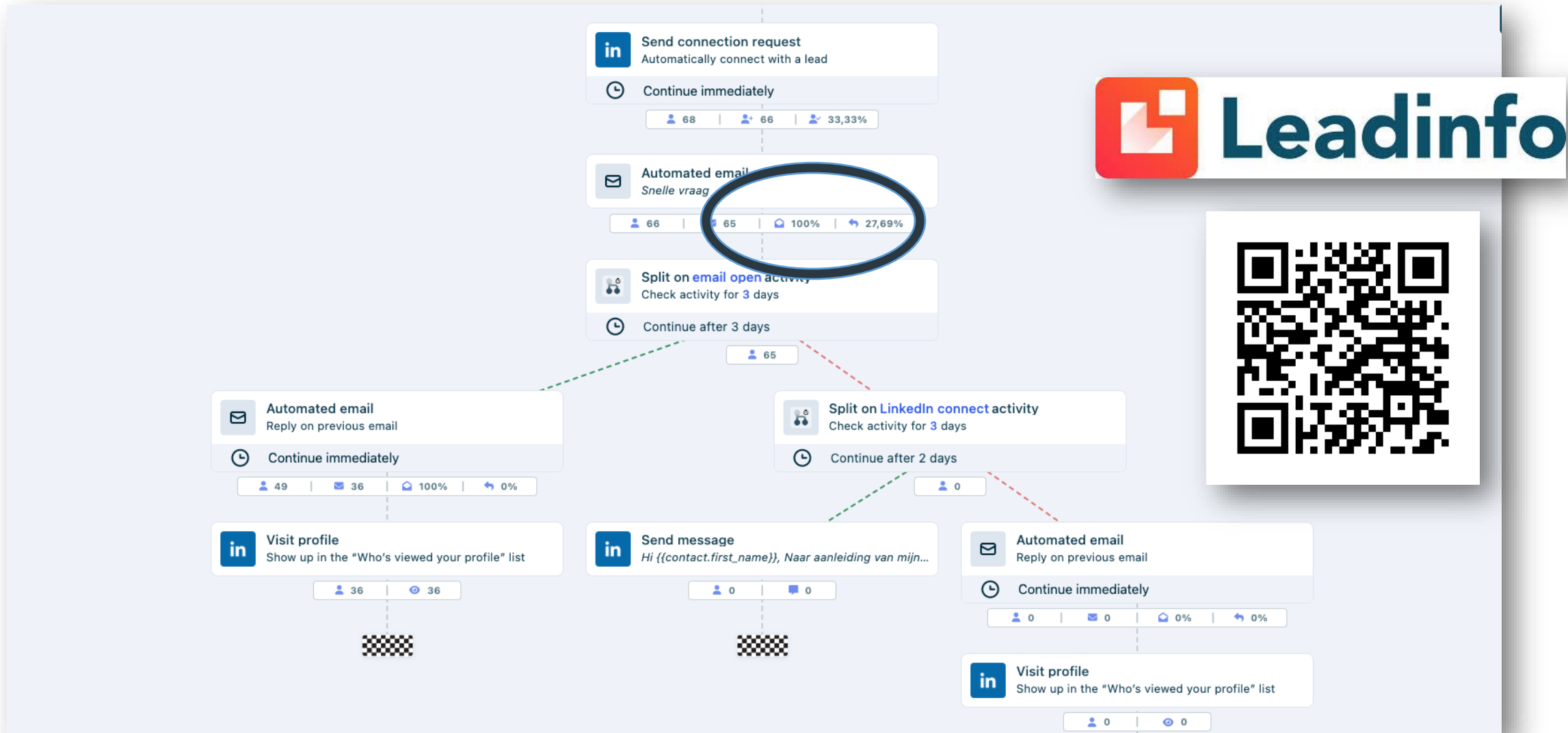
Opgericht:	2020
Medewerkers:	4
Branche:	Technologie en informatie

**Financieel**

Dit bedrijf heeft geen financiële documenten gepubliceerd.

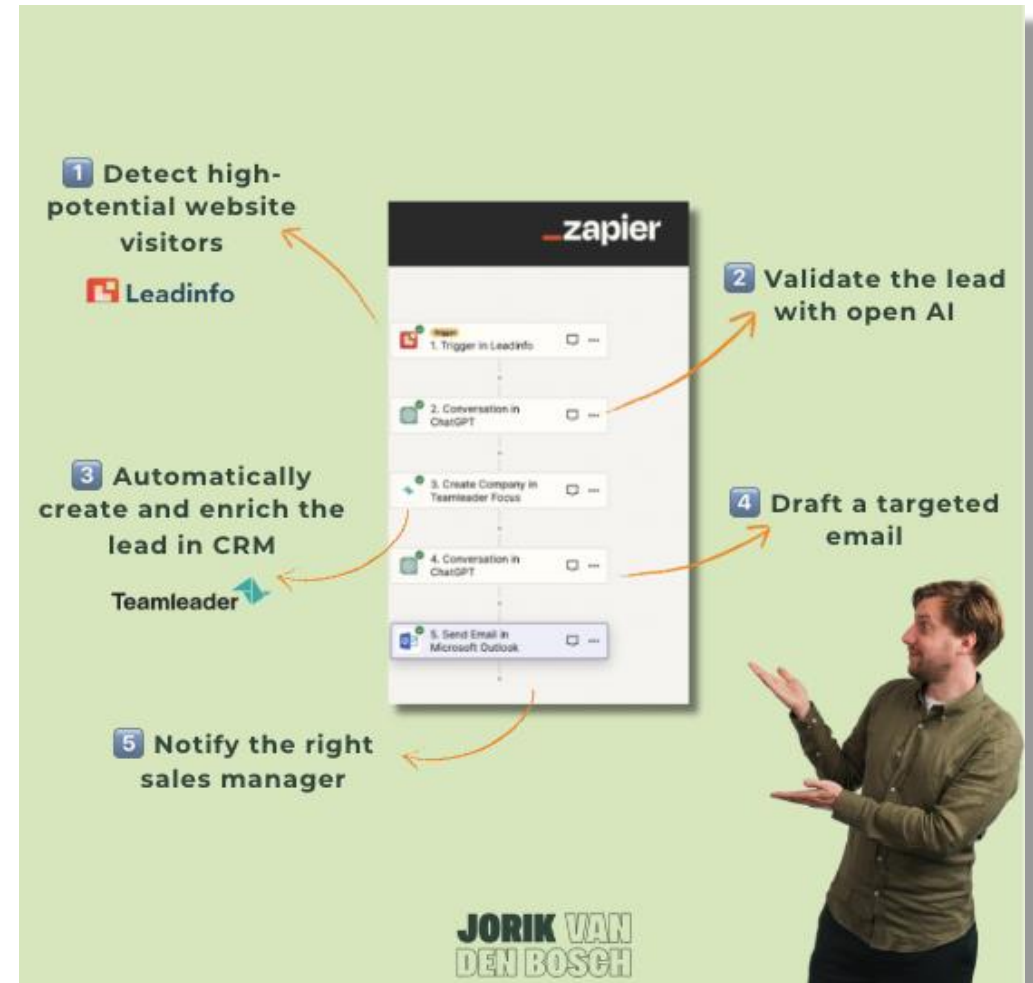
**ActiveCampaign**

# Example of TRUST: Intent buying



# Identify 'hot' leads

- 1 Detect website visitors:** Leadinfo identifies relevant website visitors who meet specific criteria.
- 2 Validate the lead:** Make sends a prompt to OpenAI to analyze the lead's website and confirm the criteria.
- 3 Create and enrich the lead:** A new lead is created in Teamleader Focus and enriched with contact details and additional company information.
- 4 Generate a targeted email:** An email with all relevant information about the lead is automatically created.
- 5 Notify the right sales manager:** The sales manager receives a notification with the enriched lead and details about the website visit.



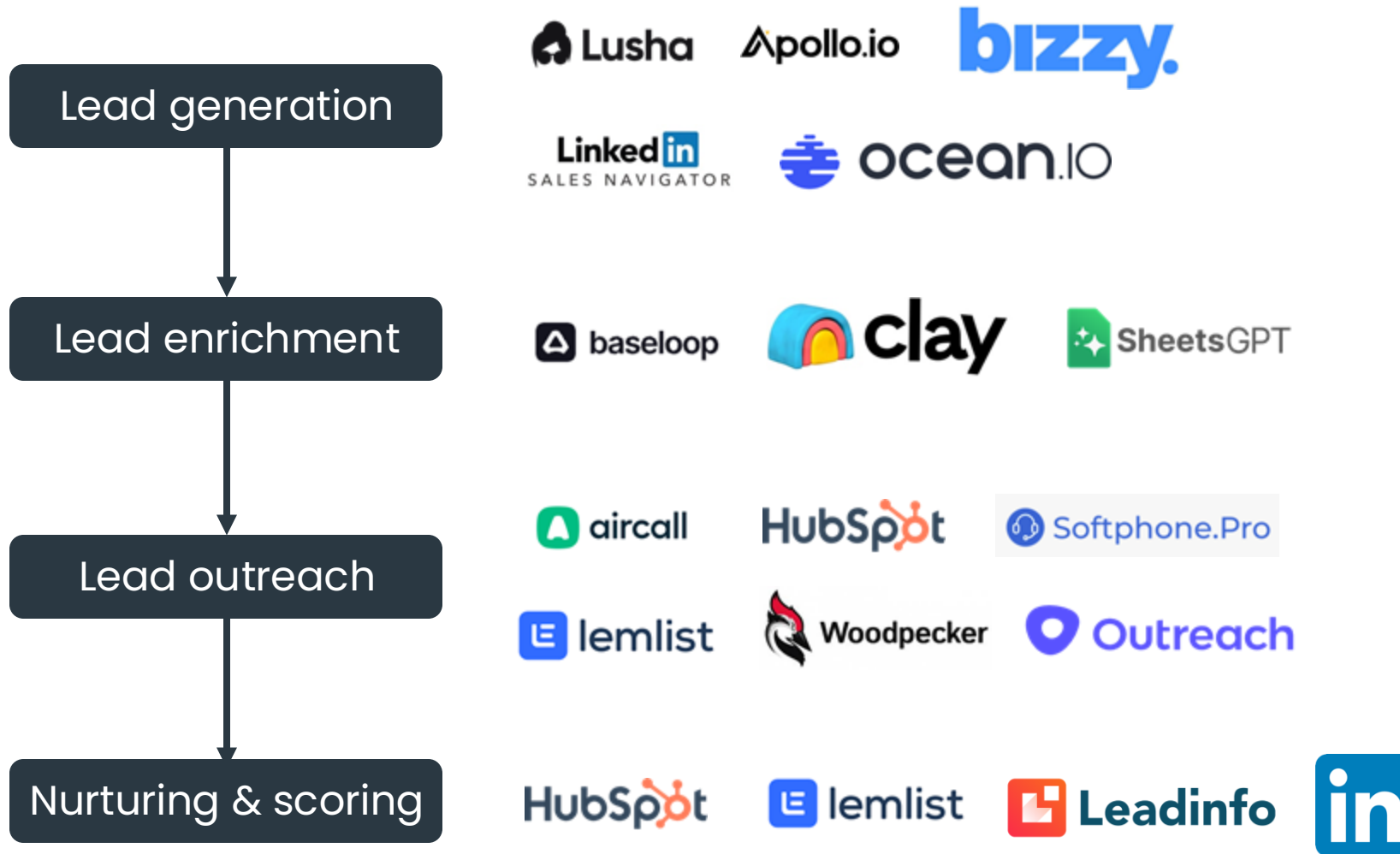
# Lead scoring

The screenshot displays the HubSpot Contacts interface. At the top, there's a search bar for HubSpot, navigation icons, and an 'Upgrade' button. Below this, the 'Contacts' section shows '15,000 records' and buttons for 'Data Quality', 'Actions', 'Import', and 'Create contact'. A view selector shows 'All contacts', 'My contacts', and 'Unassigned contacts'. Filter options include 'Contact owner', 'Create Date', 'Last Activity D...', and 'Lead Status'. A search bar for the list is present, along with 'Export' and 'Edit columns' buttons.

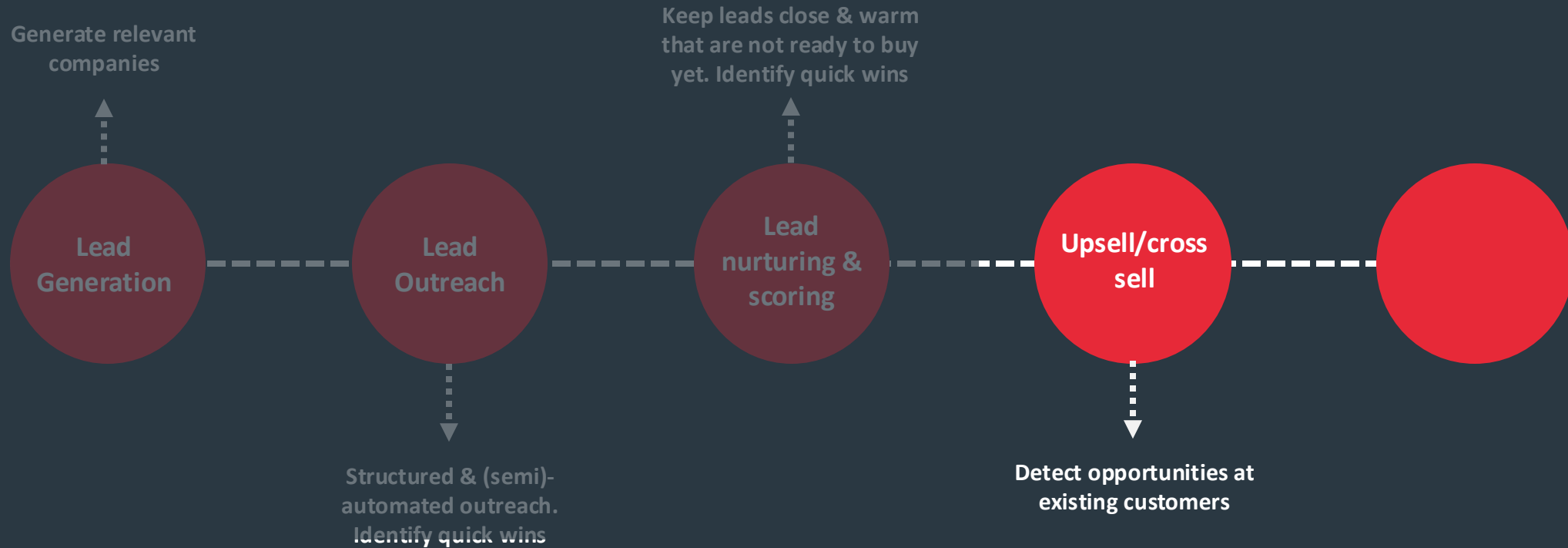
	NAME	EMAIL	COMPANY NAME	LEAD STATUS	INFER LEAD SCORE
<input type="checkbox"/>	Christian McDonald	melissa90@exa...	Davidson, Santos and Gutier...	Connected	★★★★★
<input type="checkbox"/>	Eric Bradford	owensjeremy@...	Lowe-Gonzalez	Bad timing	★★★★★
<input type="checkbox"/>	Adam Dorsey	andrewvillarre...	Mckinney, Foley and Newton	Connected	★★★★☆
<input type="checkbox"/>	Alan Saunders	gallagherdorot...	Mendez Ltd	Attempt to Cont...	★★★★☆
<input type="checkbox"/>	Shane Perez	brianfloyd@ex...	Foster-Guerrero	Open	★★★★☆
<input type="checkbox"/>	Susan Hall	collierbryan@e...	Flowers and Sons	Bad timing	★★★★☆
<input type="checkbox"/>	Amanda Jackson	hendrixchristin...	Carpenter PLC	Open	★★★☆☆
<input type="checkbox"/>	James Thompson	carmen57@exa...	Mitchell-Pearson	Open	★★★☆☆
<input type="checkbox"/>	Jennifer Cannon	patrickli@exa...	Gutierrez, Anderson and Hunt	Unqualified	★★★☆☆
<input type="checkbox"/>	Isabel Jordan	tylerpratt@exa...	Ferguson, Kennedy and White	Open	★★☆☆☆
<input type="checkbox"/>	Matthew Kelly	acastaneda@e...	Barry-Robinson	Connected	★★☆☆☆

Navigation: < Prev 1 2 3 4 5 6 7 8 9 10 11 Next > 25 per page ▾

# Tooling recommendations



# AI IN B2B SALES



# TOOL – Trendskout



The screenshot shows the Trendskout dashboard overview page. The browser address bar displays <https://salesbooster.trendskout.com/overview/647>. The main heading is "Welke klanten hebben een grote kans om uit te vallen?". Below this is a search bar with the text "Zoeken" and a "Filter" button. A table lists several companies, each with a red bar chart indicating a risk level. The companies listed are: Biodiverse Gardens, Community Green Projects, EcoEden Solutions, EcoGardens Consulting, EcoLandscape Planners, Fern Fanciers Ltd, FernFinders Co., and FernTech Innovators. The left sidebar contains navigation options for "Layla" (Manager overzicht) and "SALES KANSEN" (Welke klanten hebben een grote kans om uit te vallen?, Welke klanten gaan minder kopen tov vorig jaar?, Welke klanten zullen deze maand iets aankopen?, Welke klanten zouden meer moeten kopen?). Below this are "LIJSTEN" (Klantenlijst, Producten, Prospecten).

Naam	Risico
Biodiverse Gardens	4 bars
Community Green Projects	4 bars
EcoEden Solutions	4 bars
EcoGardens Consulting	4 bars
EcoLandscape Planners	4 bars
Fern Fanciers Ltd	4 bars
FernFinders Co.	4 bars
FernTech Innovators	4 bars

The screenshot shows a product recommendation section titled "Van deze producten zou de klant meer moeten kopen:". Below the title is a descriptive paragraph: "Deze analyse helpt bij het identificeren van upselling- en cross-sellingkansen op basis van klantenprofilering en bestelgedrag. Gebruik deze inzichten om proactief nieuwe product(groep)en voor te stellen, maar pas ze flexibel toe." A list of five products is shown, each with a numbered icon and a red bar chart. The products are: 1. Zebra Varen, 2. Vogelnestvaren, 3. Nestvaren, 4. Zilveren Varen, and 5. Boston Varen. A pagination bar at the bottom shows numbers 1, 2, 3, 4, 5, 6.

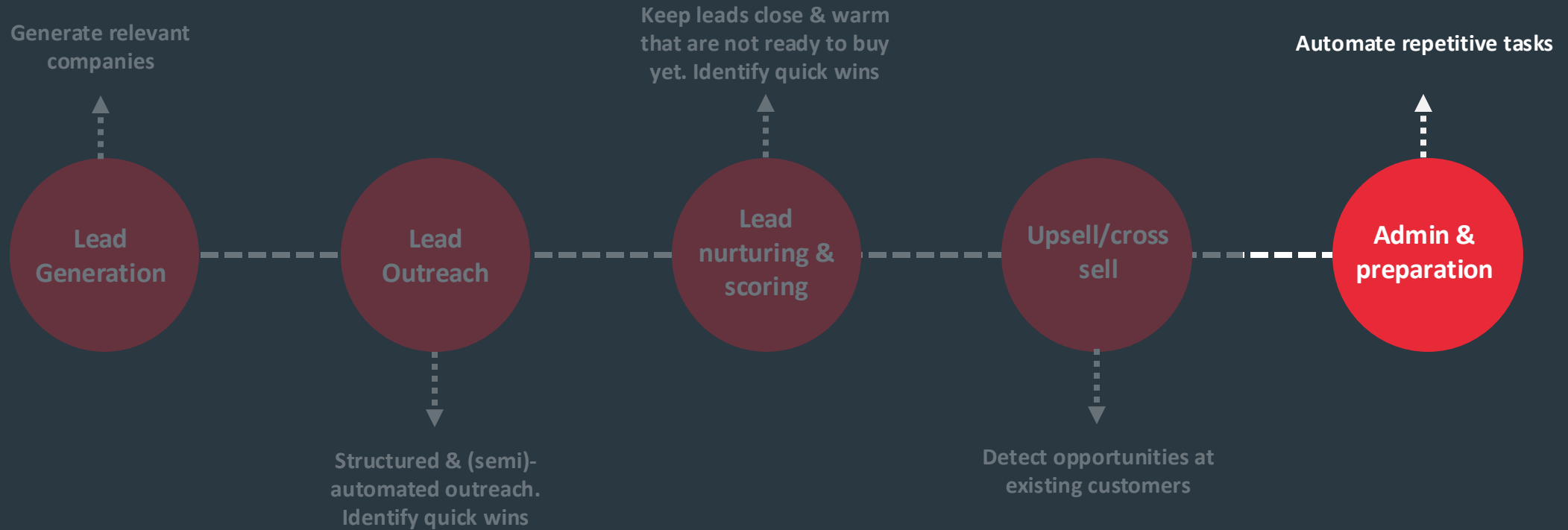
Product	Risico
1 Zebra Varen	4 bars
2 Vogelnestvaren	4 bars
3 Nestvaren	4 bars
4 Zilveren Varen	4 bars
5 Boston Varen	4 bars

# Chat GPT

Klant	aantal aankopen ZU20	aantal aankopen ZU21	aantal aankopen ZU22	aantal aankopen ZU23	totaalbedrag ZU20	totaalbedrag ZU21	totaalbedrag ZU22	totaalbedrag ZU23	aantal jaar klant
Eddy	2	2	2	1	500	600	500	250	8
Tanja	5	6	4	3	800	1100	700	350	9
wilfried	5	5	5	3	400	400	400	300	8
Walter	9	8	5	2	2000	1800	1500	800	5
Gilles	0	0	5	4	0	0	1500	1100	2
Olivier	8	0	8	6	1800	0	1800	1500	4
Nell	5	4	4	2	1600	1140	1140	800	7
Olivia	0	0	0	3	0	0	0	900	1
Chris	1	2	3	3	350	700	120	1250	4
Tom	5	6	7	2	900	1030			
kanjee	14	2	3	13	902	1112			
kekeke	13	2	0	8	461	533			
kasper	9	11	14	2	1786	1333			
axel	9	5	13	15	701	799			
pieter	8	4	6	11	211	398			
pieterjan	11	11	10	12	631	599			
Paul	13	6	11	5	1081	1113			
pol	14	0	11	7	1843	952			
kallo	15	7	9	13	1255	1290			
kaootoo	4	3	2	9	566	1836			
gefti	3	14	13	12	1017	168			
kei	11	9	3	14	644	1323			
danny	11	14	8	15	1368	1857			
wilfriend	9	7	11	11	795	212			
hopa	13	6	14	6	1460	1170			
doel	4	1	14	1	1616	1005			
eva	11	13	13	2	943	1286			
eevi	2	3	14	1	290	318			
hanna	5	4	11	11	121	817			
hanna	9	13	15	4	836	1247			
hannah	15	14	12	14	569	1007			
muriel	14	15	5	14	685	1928			
mirelle	11	4	7	12	66	267			
han	6	4	12	12	1052	1019			
hoo	13	5	2	8	400	576			

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Klant	aankopen	aankopen	aankopen	aankopen	albedrag 2	albedrag 2	albedrag 2	albedrag 2	nt	jaar klant	Classif	tie
2	Eddy	2	2	2	1	500	600	500	250		8	C	
3	Tanja	5	6	4	3	800	1100	700	350		9	C	
4	wilfried	5	5	5	3	400	400	400	300		8	C	
5	Walter	9	8	5	2	2000	1800	1500	800		5	B	
6	Gilles	0	0	5	4	0	0	1500	1100		2	B	
7	Olivier	8	0	8	6	1800	0	1800	1500		4	A	
8	Nell	5	4	4	2	1600	1140	1140	800		7	B	
9	Olivia	0	0	0	3	0	0	0	900		1	B	
10	Chris	1	2	3	3	350	700	120	1250		4	B	
11	Tom	5	6	7	2	900	1030	1200	750		6	B	
12	Sophie	0	10	15	1	755	397	568	1263		6	B	
13	Emma	13	9	12	2	1032	965	851	1422		6	B	
14	kasper	5	7	5	11	1652	384	484	596				
15	axel	12	4	10	11	1371	1437	283	958		5	B	
16	pieter	13	13	1	6	167	1734	1625	1341		5	B	
17	pieterjan	9	11	0	3	382	81	1364	636		8	B	
18	Paul	8	6	15	9	1190	589	275	154		6	C	
19	pol	5	8	15	12	835	1081	429	1692		8	A	
20	kallo	8	3	3	11	825	1755	1233	627		9	B	
21	kaootoo	15	6	3	15	920	665	7	609		7	B	
22	gefti	1	1	1	10	1470	1057	98	446		4	C	
23	kei	10	14	3	9	308	1453	975	249		5	C	
24	danny	4	4	9	11	464	745	461	1001		5	B	
25	wilfriend	7	0	6	0	841	1061	1730	1796		4	A	
26	hopa	12	11	10	8	866	776	1550	493		8	B	
27	doel	7	11	3	9	1092	676	1616	448		9	C	
28	eva	0	5	11	6	1221	666	1785	410		9	C	

# AI IN B2B SALES



# Donna

The screenshot displays the Donna website interface. At the top left is the 'donna.' logo. The top navigation bar includes links for 'How it works', 'Industries', 'Integrations', 'Security', and 'Jobs', followed by a purple 'Book a demo' button with a right-pointing arrow. The main content area features a central 3D avatar of a woman with brown hair. Surrounding the avatar are five concentric purple arcs, each containing icons and labels for different business functions: 'CRM' (with a Salesforce icon), 'Messaging' (with WhatsApp and Slack icons), 'Meeting' (with Microsoft Teams and Zoom icons), 'Calendar' (with Google Calendar and Outlook icons), and 'Email' (with Gmail and Outlook icons).

# Voorbeeld Uman.AI: ONTEX

← Ontex • Aug 12, 2024

**Company**  
Ontex

**Audience**  
Delphine LAURENT  
Head of Supply Chain & Operations Manager

**Notes**  
Add

**Offerings** 5 suggestions

- Digital supply chain
- SAP extension Mobile Warehouse Scanning
- S/4 Conversion Factory
- SAP S4/Hana innovation
- Analytics

**Cases** 1 suggestion

- How Agristo uses SAP IBP to match customer demand to production planning
- The road to manufacturing excellence: follow the Drylock journey

**Inspiration**  
Add

## Account Research Overview: Ontex Group NV

### Company Summary

Ontex Group NV is a leading international producer of personal hygiene solutions, specializing in baby care, feminine care, and adult incontinence care products. Founded in Belgium in 1979, the company has expanded globally through organic growth and strategic acquisitions. Ontex operates in over 100 countries, with its headquarters located in Aalst, Belgium. The company is committed to innovation, sustainability, and creating value for its stakeholders.

### Products & Services

- Baby Care:** Diapers, baby pants, night pants, and baby wet wipes.
- Feminine Care:** Panty liners, ultra towels, fluff towels, and tampons.
- Adult Care:** Pads, pants, adult diapers, pull-ups, belt diapers, all-in-one tape systems, shaped pads, and underpads for light and heavy incontinence.

### Customer Profiles

- Retailers:** Ontex partners with retailers to provide high-quality personal hygiene products for their customers.
- Healthcare Providers:** Supplies products to institutional and private healthcare providers, catering to their specific needs.
- End Consumers:** Direct sales to end consumers, particularly in the adult care category where discretion and dignity are key considerations.

### Significant News Facts

- Ontex has entered into a binding agreement to sell its business in Pakistan to ASAIA Holding FZ (September 28, 2023).
- Ontex announced its intention to restructure its production and distribution activities in Belgium, potentially affecting 500 jobs (June 13, 2024).
- Ontex completed the divestment of its Mexican business to Softvs S.A. for €265 million in 2023.

Optional instruction, try: "Make this sound easier" or "Put more emphasis on X" 0 / 200 Regenerate ✖

### Strategic Initiatives

Add asset +

Today

- Account Research ↵
- Audience Research ↵
- Outbound email 4T framework ↵
- Client intro deck ↵

Last week

- Client intro deck
- Qualifying questions for offerings
- Account Research
- Account Triggers
- Audience Research
- Discovery customer reference story
- Outbound email 4T framework

Export

# Voorbeeld Uman.AI: ONTEX

← Ontex • Aug 12, 2024

**Company**  
Ontex

**Audience**  
Delphine LAURENT  
Head of Supply Chain & Operations Manager

**Notes**  
Add

**Offerings** 5 suggestions

- Digital supply chain
- SAP extension Mobile Warehouse Scanning
- S/4 Conversion Factory
- SAP S4/Hana innovation
- Analytics

**Cases** 1 suggestion

- How Agristo uses SAP IBP to match customer demand to production planning
- The road to manufacturing excellence: follow the Drylock journey

**Inspiration**  
Add

## Audience Report: Delphine Laurent

### Background & Experiences

Delphine Laurent has over 20 years of experience in supply chain, operations, and purchasing strategies across various industries such as e-commerce, consumer goods, retail, and manufacturing. She has a comprehensive end-to-end vision, combining operational and long-term approaches, and emphasizes collaboration with partners and process management.

- Current Role:** Head of Supply Chain & Operations Manager at Ontex (2020 - Present)
- Previous Roles:**
  - Head of Supply Chain & Procurement at MADURA Home Decoration (2015 - 2020)
  - Head of Purchasing - Local & International Market at Undiz (2007 - 2015)
  - Senior Product & Purchasing Manager at Groupe ETAM (2003 - 2007)
  - Merchandise & Allocation Manager at Groupe ETAM (1998 - 2003)
  - Sales & Marketing Analyst - Europe at THOMSON multimedia (1995 - 1998)
  - Sales Management Controller at Danone (1994 - 1995)
- Education:** Sup de Co, Paris ESLSCA Business School (1991 - 1994), Field of study: Finance Entreprise

### Small Talking Points

- Discuss her extensive experience in supply chain and operations, particularly her role at Ontex.
- Inquire about her experience managing 3PL warehouses and optimizing ERP and WMS systems.
- Talk about her past roles and how they have shaped her approach to supply chain and operations management.
- Ask about her strategies for handling disputes and managing new product line launches.

### Potential Business Challenges

- Supply Chain Resilience:** Ensuring the supply chain is resilient against disruptions such as economic and political changes.
- Operational Efficiency:** Streamlining and automating processes to minimize manual efforts and errors, particularly in warehouse management and logistics.

Optional instruction, try: "Make this sound easier" or "Put more emphasis on X" 0 / 200 **Regenerate**

**Add asset** +

**Today**

- Client intro deck
- Outbound email 4T framework
- Audience Research
- Account Research

**Last week**

- Client intro deck
- Qualifying questions for offerings
- Account Research
- Account Triggers
- Audience Research**
- Discovery customer reference story
- Outbound email 4T framework

**Export**

# Voorbeeld Uman.AI: ONTEX

The screenshot displays the Uman.AI interface for a user named 'Ontex' on August 12, 2024. The interface is divided into several sections:

- Company:** Ontex
- Audience:** Delphine LAURENT, Head of Supply Chain & Operations Manager
- Notes:** Add
- Offerings (5 suggestions):**
  - Digital supply chain
  - SAP extension Mobile Warehouse Scanning
  - S/4 Conversion Factory
  - SAP S4/Hana innovation
  - Analytics
- Cases (1 suggestion):**
  - How Agristo uses SAP IBP to match customer demand to production planning
  - The road to manufacturing excellence: follow the Drylock journey
- Inspiration:** Add

The main content area features a document titled "Understanding your business and ambitions" with the subtitle "Ontex's Strategic Growth and Efficiency". The document includes a "Business Context" section with four key points:

- Global Expansion:** Ontex aims to expand its operations into emerging markets with high growth potential.
- Product Innovation:** Developing new product categories within the personal hygiene market, such as innovative adult incontinence solutions.
- Digital Transformation:** Leveraging digital channels to reach new customers and build stronger relationships with existing ones.
- Sustainability Commitment:** Implementing environmentally friendly practices throughout the supply chain and operations to support the company's sustainability goals.
- Operational Efficiency:** Enhancing operational efficiency by implementing lean manufacturing principles, automating processes, and leveraging technology.

Below the document is an "Optional instruction" field with the text "Optional instruction, try: 'Make this sound easier' or 'Put more emphasis on X'" and a "Regenerate" button. At the bottom of the main area, there are several preview cards for generated assets, including "Introduction Ontex x ITS Solutions", "SAP & ITS Ecosystem", "About ITS solutions", and "Ontex's Strategic Growth and Efficiency".

On the right side, there is a sidebar with an "Add asset" button and a list of generated assets:

- Today:**
  - Client intro deck
  - Outbound email 4T framework
  - Audience Research
  - Account Research
- Last week:**
  - Client intro deck
  - Qualifying questions for offerings
  - Account Research
  - Account Triggers
  - Audience Research
  - Discovery customer reference story
  - Outbound email 4T framework

An "Export" button is located at the bottom right of the sidebar.



**JORIK VAN  
DEN BOSCH**



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**Sales Training  
(online) Sales Coaching  
Building your B2B Sales Machine**