



salesflare

The Sales Automation Company

Human sales reps are not reliable

120k/year
salary
EXPENSIVE

2 years
in the job
FICKLE

58%
hit quota
INCONSISTENT

This is catastrophic for business



Loss of
DATA



Loss of
RELATIONS



Many human
ERRORS

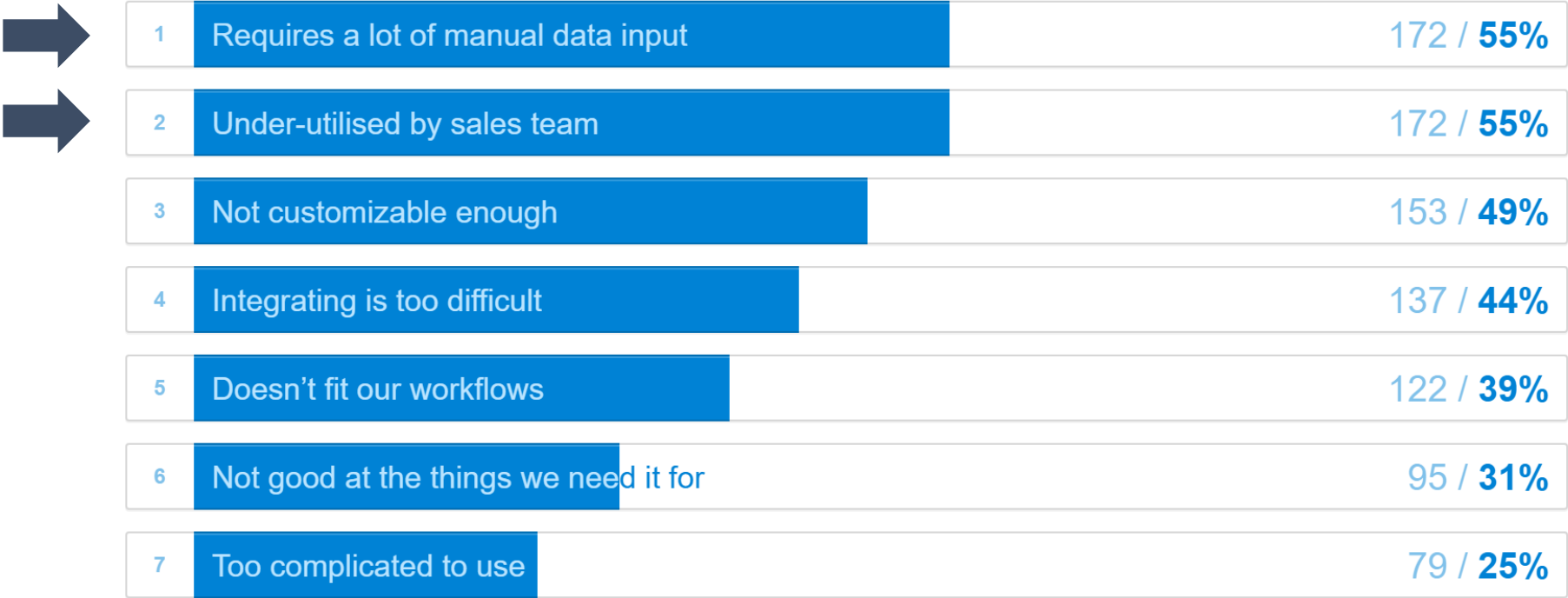


Loss of
SALES

Human sales reps don't like robot work

What are your top CRM challenges today?

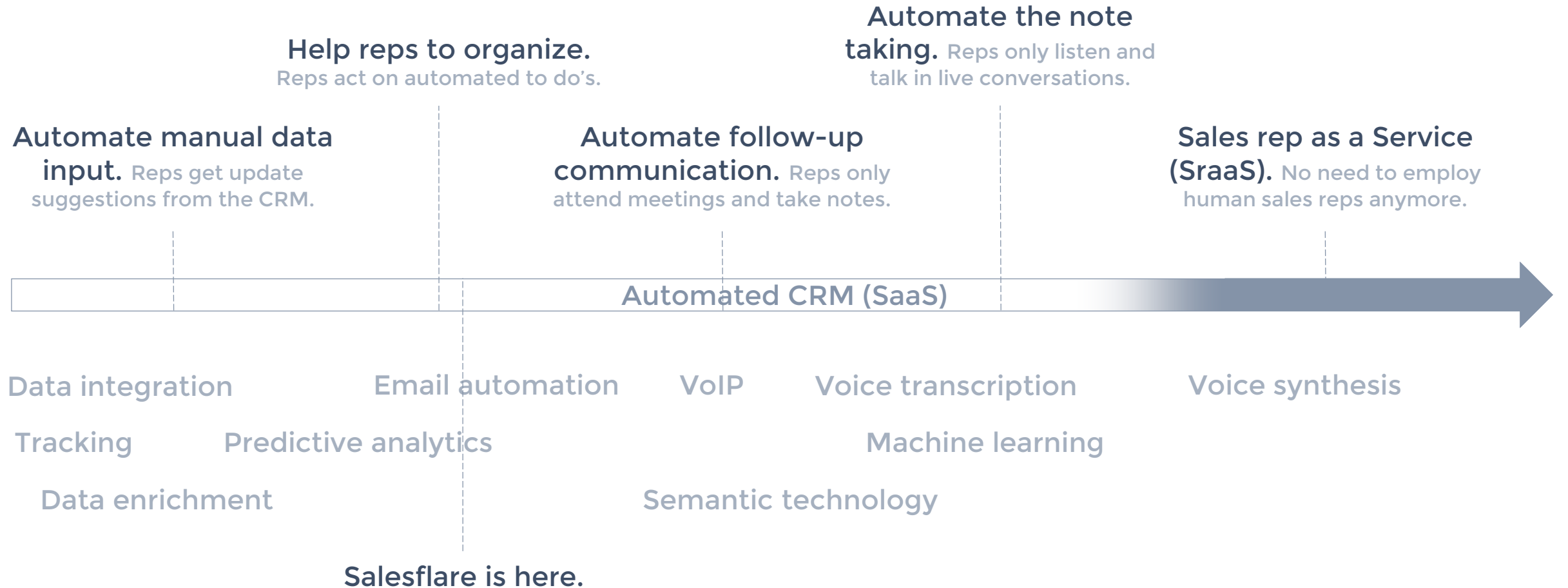
311 out of 340 people answered this question



Salesflare's mission is to
fully automate sales.

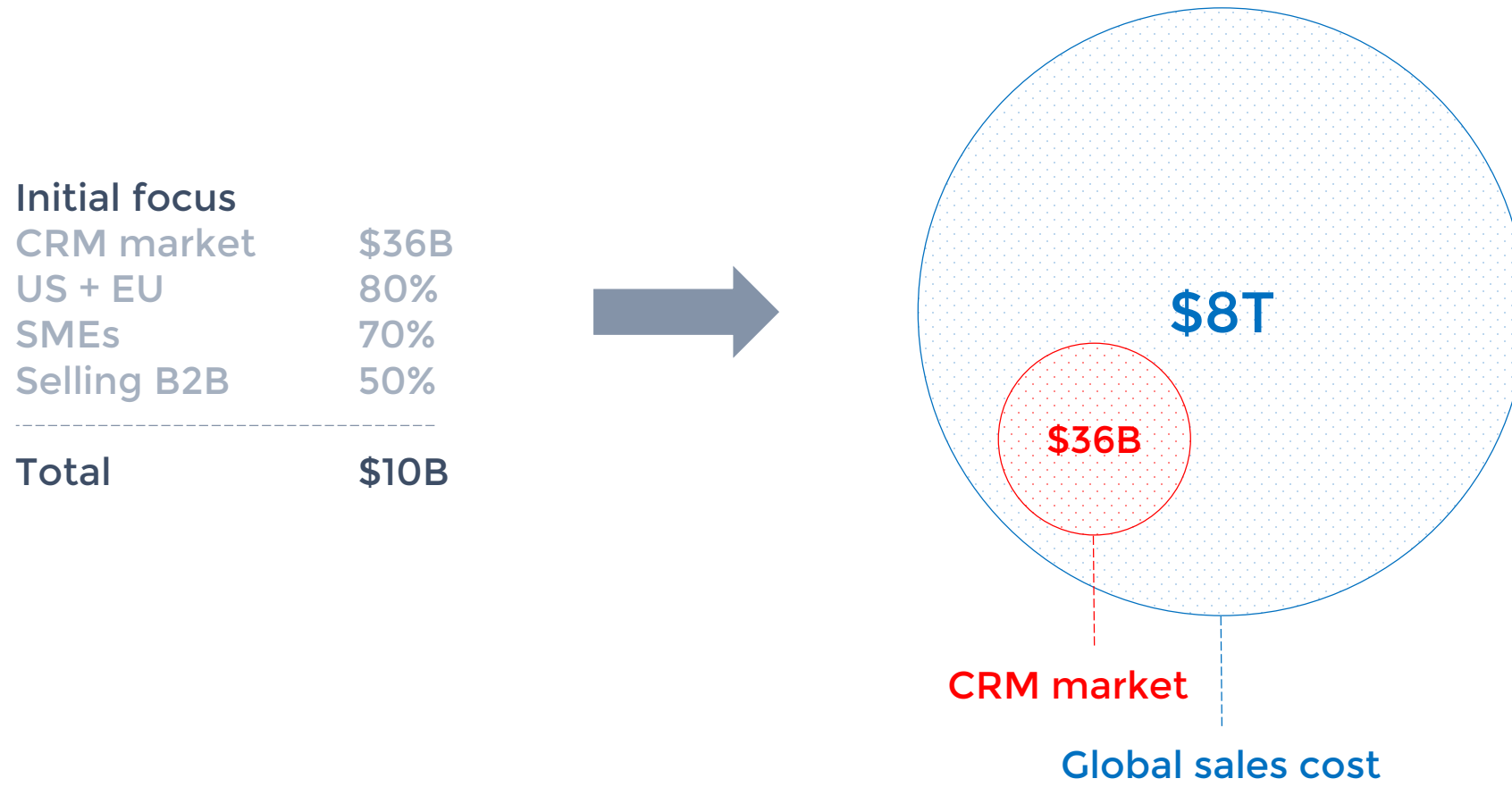


How to fully automate sales



It's all about building up data + technology.

Automating sales is a huge opportunity



Traction

#1 CRM on Product Hunt (most popular)
#1 CRM on AppSumo (most sold)

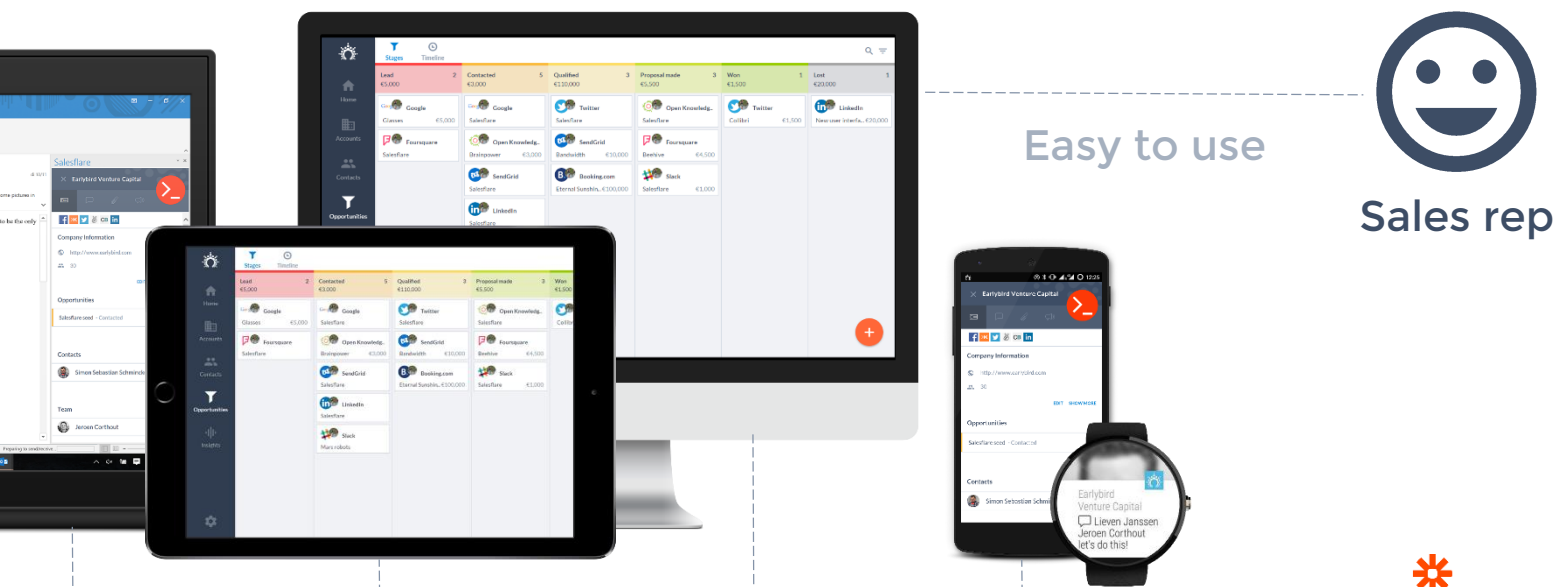
\$17k MRR on Nov 27, 2017 (excl. \$5k AppSumo Briefcase)
20% MoM growth on average from Dec '16 – Nov '17



Long term estimates : CAC €500 (incl. labor) - CLTV €3900 (cf. financial plan)

Product: Easy to use & automated CRM

Generates data at every interface



Intelligent CRM : data + technology



API

Native integrations

Any system

zapier

MailChimp

slack

QuickBooks

Trello

Twitter

Dropbox

Basecamp

LinkedIn

... and 700+ other apps

Easy to use

pipedrive™

 **Streak**
CRM in your inbox.

Close.io
by Elastic

 salesflare

 nimble

 salesforceIQ

Automated

 PROSPERWORKS



HubSpot CRM



Go-to-market

Acquisition channels

OUTBOUND

Outbound email campaigns
Conference (virtual) presence

INBOUND

Presence: Facebook groups, Quora, ...
Content marketing & SEO

RETARGETING

Facebook retargeting
Email updates & funnels

Ideal customer profile

SMEs
1-50

Selling B2B
Longer sales cycles

Using email
for sales

Tech savvy
Open to new things

Mostly software companies & agencies

The team

Lieven



Technology

Creative coder / Business intelligence / Open Knowledge Foundation / Semantic technologist

Jeroen



Business

Account manager / Marketing & CRM / Data algorithms / Engineer / Speaks 7 languages

Salesflare started after a conference. Jeroen and Lieven returned with a large amount of qualified leads to follow up and close. **They wanted an automated system** to tell them who they contacted when, what was discussed, and whether they were still interested. A new company was born.

Adri



Developer

Jasper



Developer

Kevin



Developer

Keri



Customers

Rutger



Data developer

Despina



Joining soon

Marketing

Why can Salesflare beat the CRM incumbents?



Product:

1. Focus on usability vs. customizability
2. Built around data suggestions vs. data input

Data & technology:

1. Full of quality data from the start vs. [“big data debt”](#)
2. Built from the ground up to be intelligent
3. Invisible to competition

Team:

1. Product made with 20x less developers than competition
2. Large pool of Belgian data scientists graduating

“Artificial intelligence puts the lines in between the dots. If the dots are wrong, the lines are wrong.”