

from hours
to
minutes

delaware

B2B ●
XS26

nice meeting you



Yari Depla

Go-to-market Lead CRM
delaware



Charles Boutens

Head of Growth
Uman



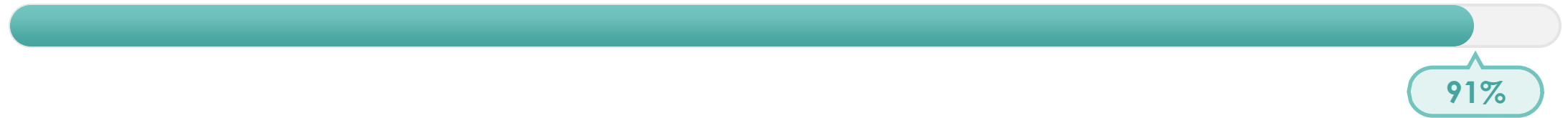
Siebe De Saedeleir

Technical Architect
delaware



CRM adoption and sales professional workload

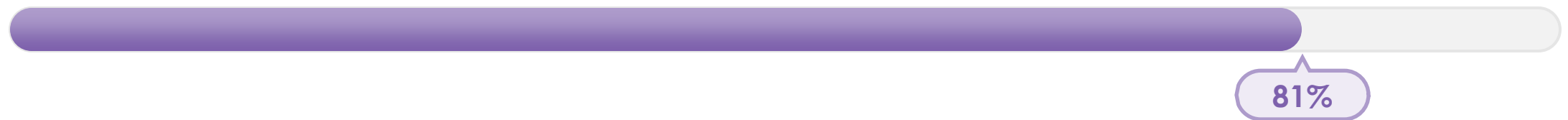
Companies with > 10 employees use CRM



Sales professional focus on admin tasks



Sales professionals expect AI workload reduction





the (CRM) struggles that you (might) face

The CRM and market trends we experience with our customers



The “hype”
of **AI**.



**Speed of
delivery and
service** needs
to be **stepped
up..**



From **input** to
output.



Lack
of **focus**.



The **workforce**
is in constant
evolution.



Silo's.





What is the biggest struggle you face with your current CRM?



Johan Torsell ✓ • 2nd

CEO & Co-founder @ Spiich - AI that 2x sales productivity

[Visit my website](#)

2w • 🌐

The CRM is dead. Long live the CRM.



David Pengelley ✓ • 3rd+

Co-Founder at Syllogism | AI & Operations Strategist | Podcast Ho...

4mo • 🌐

CRM is Dead! Long Live CRM!

Controversial, or just the reality of 2025?



Gil Harel • 3rd+

CEO & Co-Founder @ Clearitty | Re-inventing prospecting and ...

[Book an appointment](#)

1mo • 🌐

CRM is dead. You just don't know it yet.



JM Marino ✓ • 2nd

Connected Experiences + Tech + Data Strategies

1mo • Edited • 🌐

CRM Didn't Die, It Dissolved



Michael Moch • 2nd

Transforming Enterprise Velocity with ServiceNow | Founder & CE...

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"CRM is dead."



Alex Melocco ✓ • 3rd+

Co-founder at Mira

6d • 🌐

crms are dead. 🏢



Guillaume Josset • 1st

We help B2B teams keep their CRM contacts up to date in real time.

1h • 🌐

Your CRM is decaying in real-time.



Yari Depla ✓ • You

Go2Market Lead CRM Solutions | Digital (Project) Manager |

1w • 🌐

Almost every day I see a post with the same title or content: "CRM is dead."
I'm for sure no doctor. But I can prove the opposite.

... more





LinkedIn · Ivan Ivanka

80+ reactions · 1 month ago

HubSpot Stock Plummets 68% Amid AI-Driven Efficiency ...

HubSpot's stock dropped 68% this year. \$766 to \$246. Nearly \$30 billion in market cap - gone. I use HubSpot CDP Enterprise every day.



Reuters

[https://www.reuters.com > business > salesforce-shares-...](https://www.reuters.com/business/salesforce-shares-...)

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04 Sept 2025 — With **shares** down about 24% so far this year, **Salesforce** has steered toward acquisitions after years on the sidelines, aiming to boost its ... [Read more](#)



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Salesforce Stock Falls 20% — Why the Long-Term Story Still Looks Strong The CRM shares have experienced a decline of 20.4%, which occurred ... [Read more](#)



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Microsoft stock plunges 10% as earnings drive \$357 billion ...

29 Jan 2026 — **Microsoft stock plunges 10%** as earnings drive \$357 billion market cap wipeout. Quartz · Matthias Balk/picture alliance via Getty Images. [Read more](#)



CRM isn't dead. it's evolving



The basics

Understand your situation

- **Identify your customers**
- **Get a process in place**, what's your sales or service process
- = Your out of the box CRM



First AI steps

Connect AI agents to your CRM

- **Built-in agents** - Copilot, Joule, Einstein: AI native to your CRM platform
- **External agents** - Claude, ChatGPT: connect via MCP to your CRM data
- **Start with one workflow:** account research, call prep, or pipeline review



CRM as Infrastructure

The full transformation

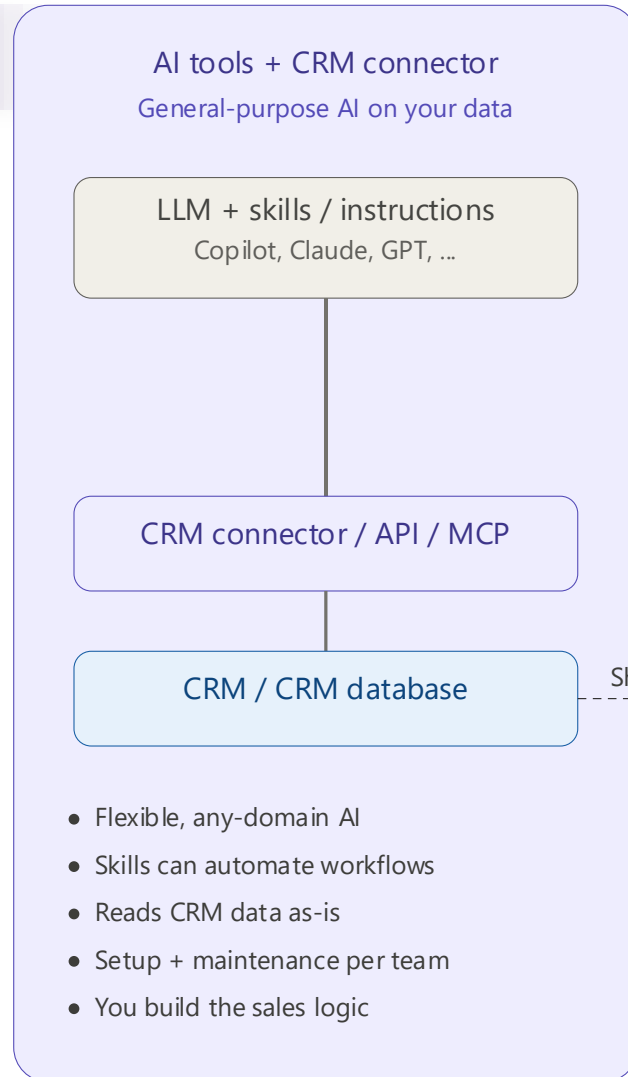
- A good setup CRM pushes you forward and **uses your channels**
- Full Sales Enablement and Sales Intelligence suites as a front-end on your CRM Data
- AI Agents that orchestrate daily operations

Having a good **foundation** is the start of it all
From that foundation we learn and **we support**
From supporting **to leading**



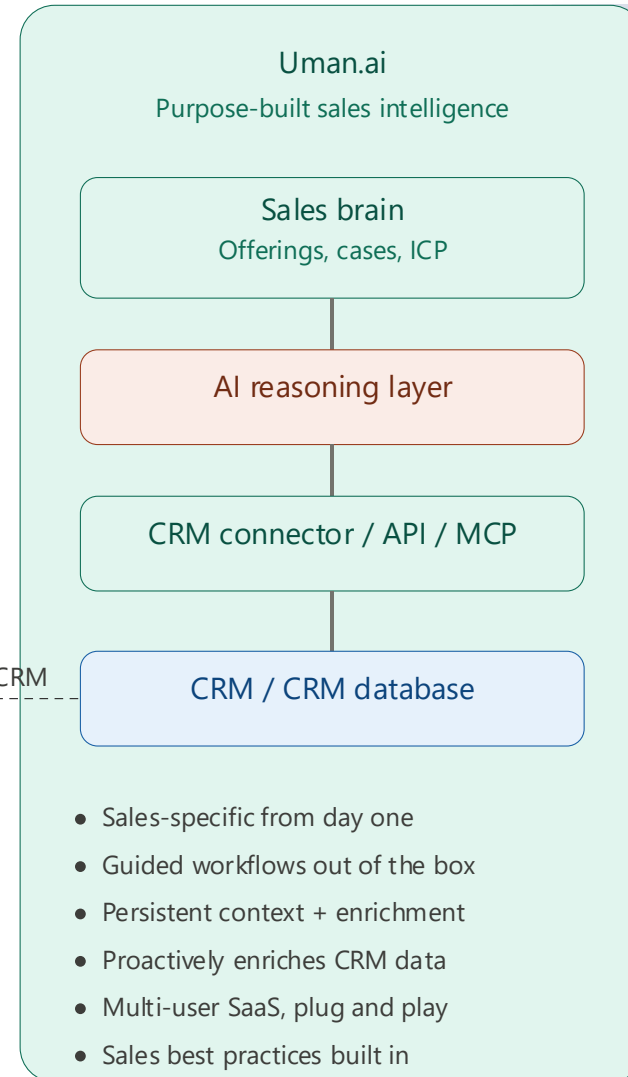
two ways to bring AI into your sales process

First AI steps



vs

Shared CRM



CRM as Infrastructure



chatbot vs. AI Agent

First AI steps

Most people know AI as a chatbot. An AI agent is fundamentally different.

Chatbot

You ask,
it answers



Like Google, but conversational. You type a question, you get a text response. That's it.

"What's the weather?" → You get an answer.

VS

AI Agent

You delegate,
it executes



It can reason, plan, and take action in your systems. Give it a goal - it figures out the steps.

"Book my trip to Berlin" → Searched, compared, booked. Done.

Think of it this way: the difference between **asking a colleague a question** ...and **delegating a task to them**.





prep like a machine — **sell like a human**

The all-in-one AI platform for solution selling – built for complex B2B sales teams that sell multiple products and services and need to tailor value to customer pain points.

Trusted by leading B2B sales teams



why uman



You sell multiple products & services

“Our reps only sell what they know. We keep missing cross-sell opportunities because content and messaging are all over the place.”



You need solution selling

“It’s hard for sellers to connect our value stories to customer pain points. Deals stall because they don’t have the right context.”



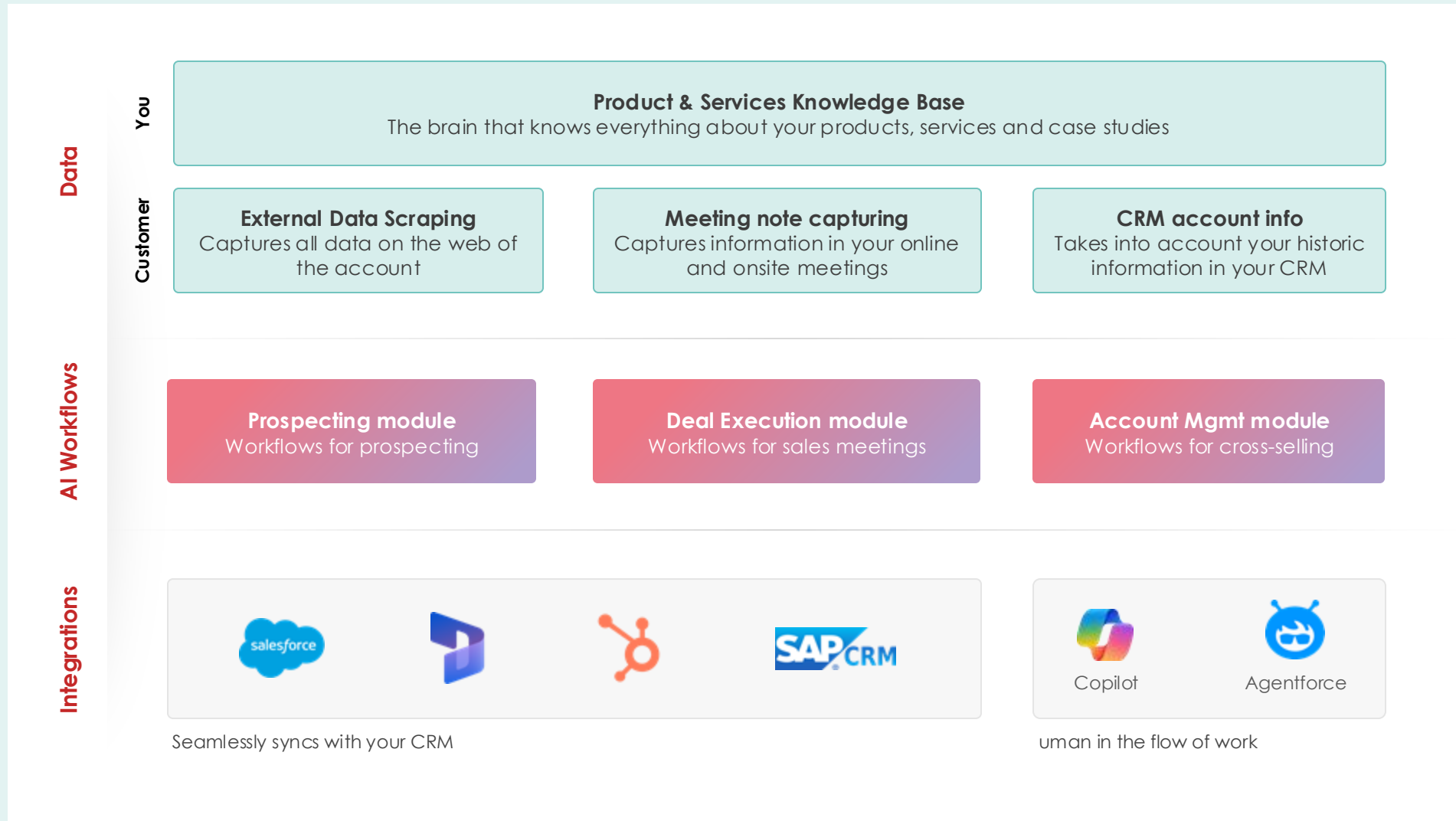
You have a large sales team

“Top performers figure it out, but the rest struggle. Ramp-up of new sales reps is slow and best practices don’t get shared consistently.”

Trusted by leading complex B2B sales teams



platform overview — the all-in-one AI platform for solution selling





let's race!



the 3 “typical” sales scenario’s



**lead
generation**

**deal
closure**



**account
management**



up to you...

how fast can you find these results?



your mission

- Find a like-for-like prospect of a customer you already have (or a customer you want to get in)

- Check if that customer is worth your time by checking public sources

- Investigate who is working at the customer and who you can target

- Make sure everybody knows you are targeting that customer (by pushing it CRM)

lead generation



up to you...
You can try for 5 minutes





How much time would you still need to complete this?

our scenario



We are

An Industrial Technology Company called “Siemens”



We are

Operating across automation, infrastructure, mobility and digitalization. Serving exclusively B2B customers globally.



Our story

We have a high market share in Germany and want to repeat our success in Flanders



My Active Accounts* ▼

[Edit columns](#) [Edit filters](#)

<input type="checkbox"/> Account Name ↑ ▼	Main Phone ▼	Address 1: City ▼	Primary Contact ▼	Email (Primary Contact) ▼
<input type="checkbox"/> AB InBev	+32 16 27 61 11	Leuven		
<input type="checkbox"/> BASF SE	+49 621 60-0	Ludwigshafen		
<input type="checkbox"/> Bayer AG	+49 214 30-1	Leverkusen		
<input type="checkbox"/> KBC Bank & Verzekeringen				
<input type="checkbox"/> Solvay SA	+32 2 264 21 11	Brussels		
<input type="checkbox"/> ThyssenKrupp AG	+49 201 844-0	Essen		

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 - Invoices
 - Products
 - Sales Literature
- Marketing
 - Marketing Lists
 - Campaigns
 - Sales

how Uman solves this?

The dashboard displays a welcome message for Sven on Monday, Aug 25. A search bar asks "How can I help you today?" with suggested queries: "Which deals are at risk this month?" and "What offerings can I upsell to Auronix?".

What's next (Week, Month, Quarter, Year) [Customize]

Business Development	Deal Execution	Account Management
Meeting booked 11 / 10 This quarter (+75%)	Deal closed 0 / 10 This quarter (-15%)	Healthy accounts 81% This quarter (+12%)
Contacts to reach out: 15 >	Deal coach actions: 7 >	Account coach actions: 0 >
Opportunity signals to review: 8 >	Upcoming meetings to prepare for: 3 >	Expansion opportunities to review (+2): 3 >
Lookalike prospects to review (+1): 2 >	Past meetings to follow up: 0 >	Contacts to reach out: 6 >

Today's focus



your mission



Come up with a story that could win that prospect and deal



Investigate what products/service you want to sell at the prospect



Prepare an outreach message to your prospect

deal closure



up to you...
how fast can you find these results?





How much time do you still need?

European market potential for AI in plant
succeeds.

Advanced technologies — strategic sponsor for
Antwerp segment.

POTENTIAL OBJECTIONS

1. "We already use AVEVA" — position Siemens as complementary (monitoring layer), not a replacement. 2. "Budget is frozen under Tailor Made" — lead with fast-payback energy savings (12mo ROI). 3. "We just restructured, not the time" — reframe: new structure needs new data visibility.

RECOMMENDED NEXT ACTION

Identify Antwerp site operations/engineering leadership via LinkedIn. Open with a perspective on how Belgian chemical companies extract structural cost savings through industrial IoT — anchor on energy monitoring (lowest barrier, clearest ROI, maps directly to their published sustainability commitments and Tailor Made cost targets).

Log this prospect ↗

Prep for a call ↗

Match offerings ↗

Draft outreach ↗

Evonik is already in CRM as a new prospect (logged today), but it's a greenfield account — no contacts, no opportunities, no prior commercial history.

The single biggest trigger is the convergence of two pressures at the Antwerp site: the **Tailor Made** cost program demanding €400M in savings by year-end 2026, and the **active green energy infrastructure buildout** (new 150kV substation, solar mirrors, Ecluse steam network) that's crying out for digital monitoring on top. They're investing in the physical infra but have no Siemens layer for real-time visibility — that's the gap.

Next step: Find the Antwerp operations/engineering lead on LinkedIn and open with a perspective email anchored on energy monitoring ROI. The site GM Ivan Pelgrims is publicly vocal about competitiveness pressures — that's your strategic angle. Use the action buttons above to move forward.



Reply...



Opus 4.6



what does this mean for you?

Concrete examples of what an AI agent can do for a sales rep.

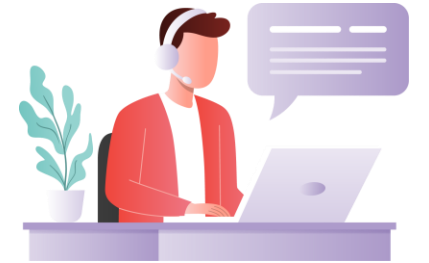
Account research

Get a full prospect brief in 30 seconds instead of 30 minutes



Call preparation

Walk into every meeting fully prepared - CRM history + latest news + talking points



Outreach drafting

Personalized emails based on real CRM data and web intelligence, not templates



Pipeline review

Spot at-risk deals and know exactly where to focus your week



how Uman solves this?

The screenshot displays a CRM interface for an account named 'uman', which is categorized as 'Software Development'. The interface includes a sidebar with navigation options like 'Account', 'Deal history', and 'Deal qualification'. The main content area shows 'Account information' and 'Key insights' sections. A 'Deal qualification' section is highlighted, featuring a score of 58 out of 100. This score is broken down into several categories: Situation (7), Pain (7), Impact (5), Critical Event (5), and Decision (5). A play button icon is visible over the score. Below the score, there are two columns: 'Strengths' and 'Gaps', each containing a list of bullet points.

uman introduction AI Chat Close deal Skip meeting

uman
Software Development

Account information

Key insights

Full research

Initial engagement with uman began in late August 2025, marked by an upcoming "introduction" meeting on October 23, 2025, will focus on particularly regarding SAP integration, infrastructure scalability, and operations. The immediate next steps involve a technical deep-dive on SAP services.

Meeting notes

Deal timeline

Deal qualification

Score **58** Situation **7** Pain **7** Impact **5** Critical Event **5** Decision **5**

58 / 100

Strengths

- Uman.ai is an AI-driven platform in a growth phase.
- Expanding to enterprise clients, creating integration urgency.
- Clear pains identified: scalability, integration, cost volatility.
- CTO noted increased risk of downtime during CRM syncs.
- Integration challenges cause longer sales cycles and onboarding delays.
- Strategic enterprise expansion creates business urgency.
- Key stakeholders identified; next step is technical workshop.

Gaps

- Specific public cloud provider and tech team size unknown.
- Quantitative growth metrics and client names are missing.
- Financial impact of cloud cost volatility not detailed.
- No quantification of integration failures or downtime events.
- Financial cost of delayed onboarding/SLAs not quantified.
- Specific deadline for large client deployment is unknown.
- Economic buyer and project budget not yet identified.
- Decision-making process and evaluation criteria undefined.








is CRM dead?



Heidi Elmore  • 3rd+

Agentic Contact Center PMM Lead @ Microsoft ★ Enterprise ...
1mo • Edited • 

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Am I the only one who rolls their eyes when someone declares "software is dead" or "CRM is dead?"

Let's be clear: UIs are evolving with AI, but software isn't dead. If anything, it's more prolific than ever. Just look at the explosion of AI software companies entering the market.

Data sources are transforming with AI. Conversational analytics will soon drive the source of customer truth, not manually written notes. But that truth still needs to live somewhere- like in a CRM.

Here's the reality: technology changes. It always has. The dramatic proclamations need to stop.

thank you
for your time

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