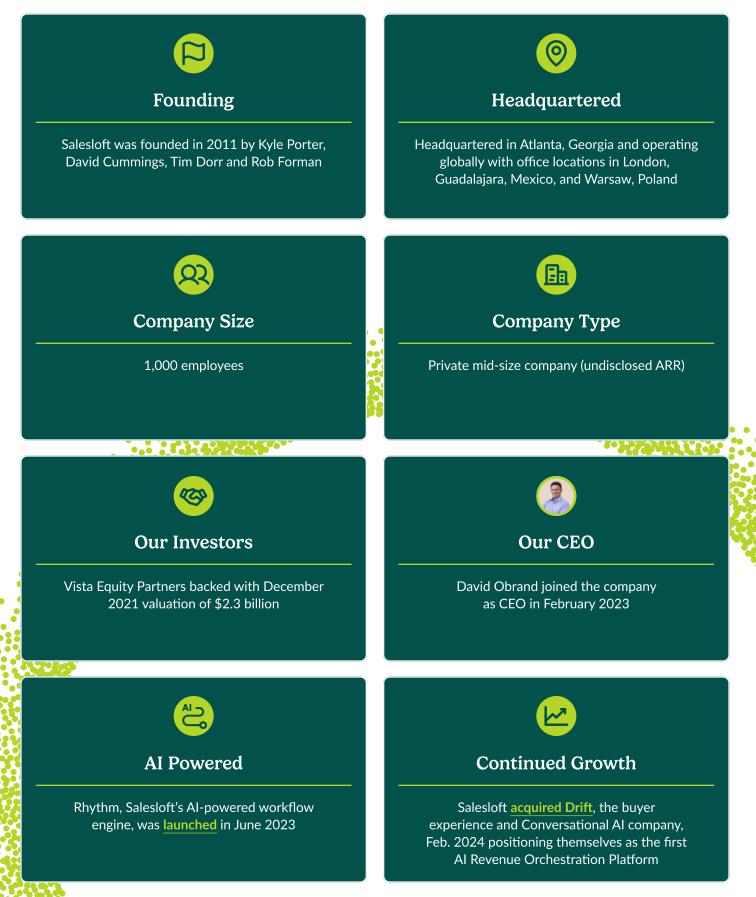
# Salesloft.

## Media Kit

## Salesloft At A Glance



#### About David Obrand, Salesloft CEO



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David Obrand has more than three decades of experience in sales, tech, and operations. Prior to joining Salesloft as CEO in 2023, he held leadership roles at Addepar, Salesforce, and Yammer, among others. During his time at Yammer, Obrand accelerated the company's growth significantly, leading to its \$1.2 billion acquisition by Microsoft. He is the mastermind behind Salesloft's continuous momentum, championing its most forward-looking moves, including the company's expanded partnership with IBM and the launch of Rhythm, an AI tool designed to translate real-time buyer signals into a single prioritized workflow. Most recently, Obrand spearheaded Salesloft's acquisition of AI-powered buyer engagement platform Drift, making Salesloft the market's first AI Revenue Orchestration platform.

## **Platform Results**

Findings from The Total Economic Impact<sup>™</sup> of Salesloft, a commissioned study conducted by Forrester Consulting on behalf of Salesloft,<sup>\*</sup> showed enterprise customers using Salesloft experienced the following impacts over three years:

394%	\$744K
return on investment	savings by consolidating sales technology
60%	50%
improvement in response-to-opportunity rate and 30% improvement in closed- won deals, resulting in \$4.6M more in incremental profits	increase in annual prospecting activities, resulting in \$3.3M more in incremental profits
Account Executives using Salesloft Rhythm have seen:	
20% reduction	39% decrease
reduction in average deal length	in activities needed to book a meeting
25% increase	2x increase
in closing rates	in average contract value (ACV)

<sup>1</sup>A commissioned Forrester Total Economic Impact <sup>™</sup> (TEI) study conducted by Forrester Consulting on behalf of Salesloft in September 2022.

## Customers

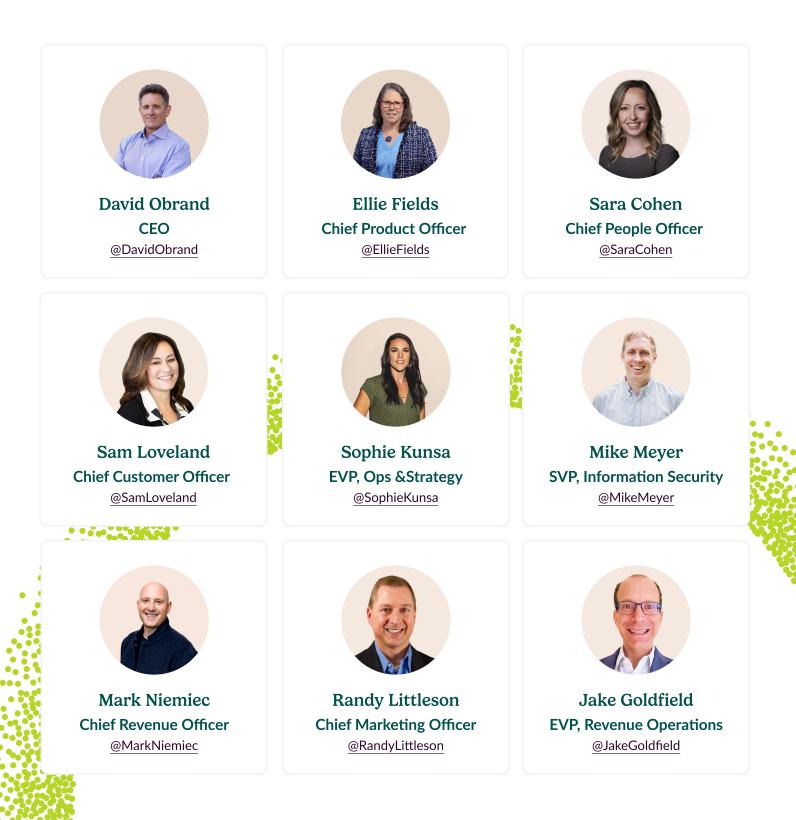
5,000+ customers across various industries, including notable customers such as:

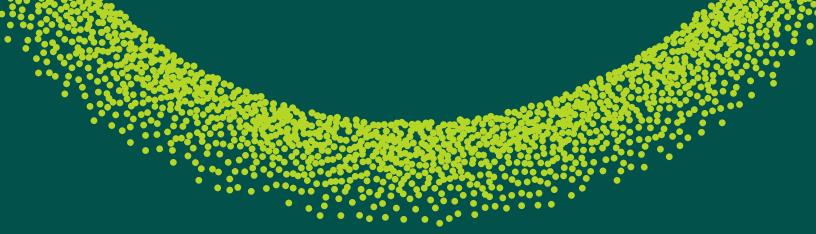


## Awards & Recognitions



### Leadership Team





#### About Salesloft

Salesloft helps revenue teams take the right actions to close every deal with the only platform built around the sellers' workflow. The Salesloft Revenue Orchestration Platform aligns revenue teams by prioritizing, automating, and recommending actions that can improve buyer and customer engagement throughout the entire buyer journey, driving improved productivity, and better pipeline efficiency and revenue outcomes. Thousands of the world's top revenue teams, like those at Google, 3M, IBM, Shopify, Square, and Cisco, drive more revenue with Salesloft. For more information visit **salesloft.com** or follow us on **LinkedIn**.