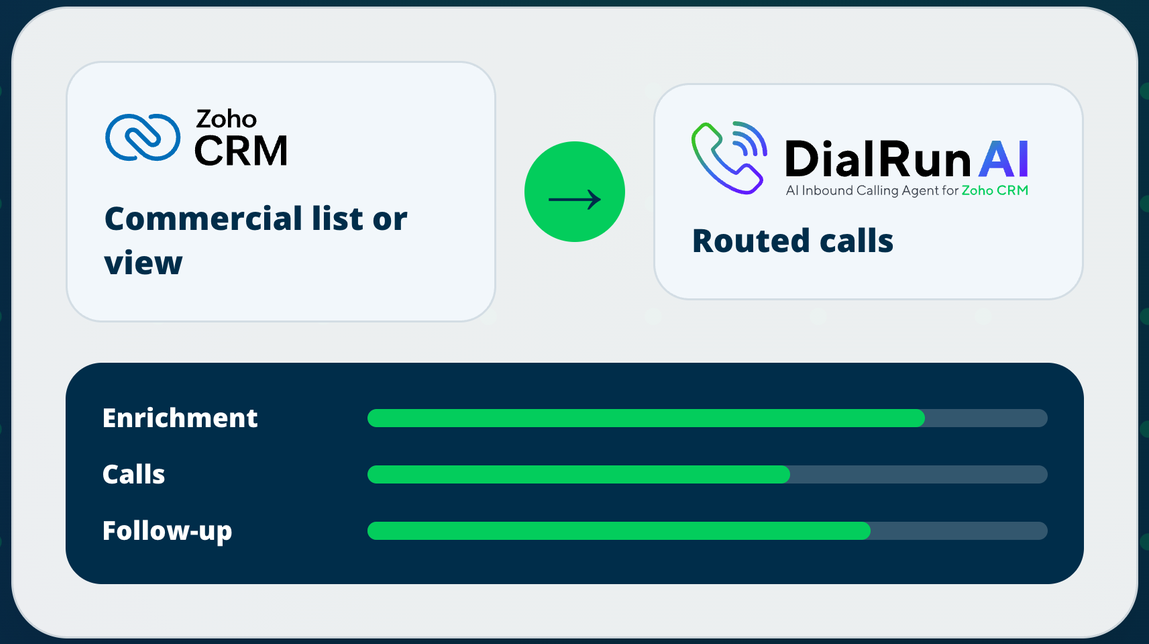
InterConnecta

AI TOOLS -

# Sales OpsBot

**Prepare every opportunity better before your team makes contact.** Sales OpsBot enriches commercial information, prepares follow-ups, and organizes the work before and after calls, using **Zoho CRM** as the main source of information.



COMMERCIAL CONTEXT

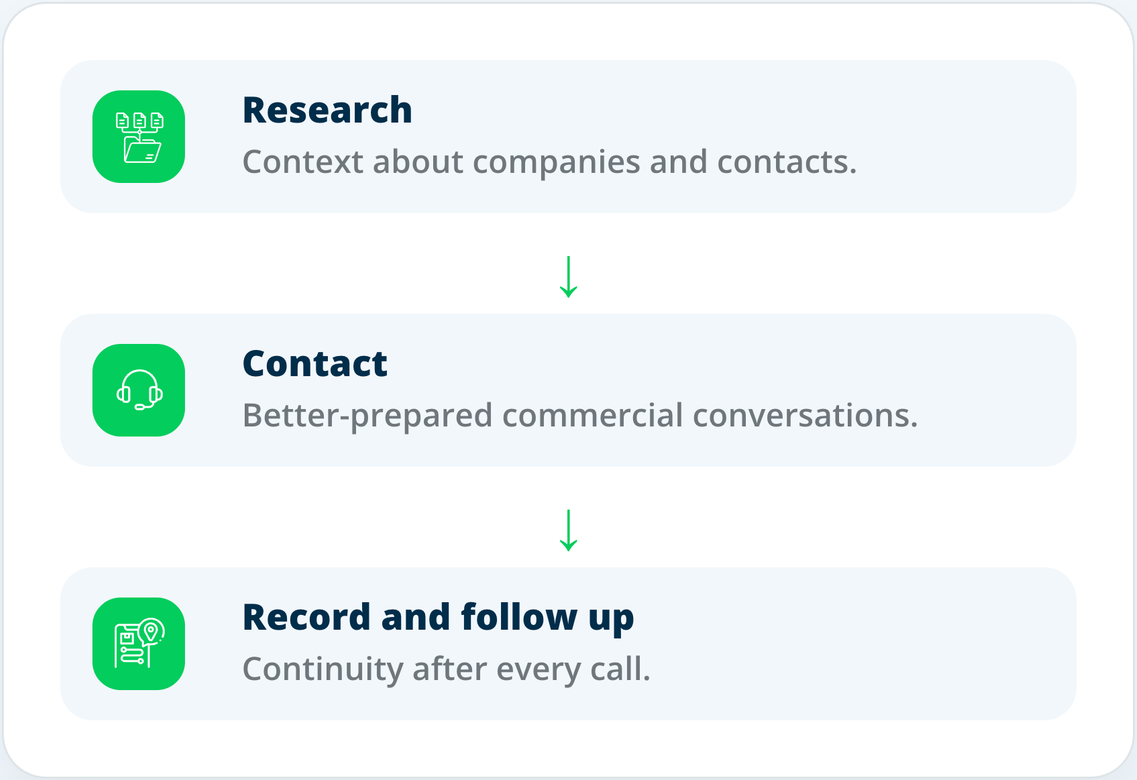
# Commercial work starts long before a call

Before contacting a prospect, the team needs to **understand who they are**, learn about the company, review the available information, and decide how to approach the conversation.

After contact, another workload appears: **recording what happened** and preparing the follow-up.

When this is done manually for each contact, salespeople spend a significant part of their time **researching, preparing, and managing information** instead of moving commercial conversations forward.

**Sales OpsBot** is designed to automate part of that work around the sales process.



STEP BY STEP

# From a Zoho list to a prepared commercial process

01

### Select the campaign or view

Sales OpsBot works from an **existing campaign or view in Zoho**. The CRM remains the main source of information.

02

### Enrich the information

Researches additional information about **companies and contacts** included in the list to add more context.

03

### Prepare the follow-up

After a favorable call, it can generate an **email draft** to continue the conversation.

04

### Route calls to DialRun

When the process requires phone contact, calls are transferred to **DialRun**. Sales OpsBot does not make the calls.

05

### Bring the process together

Generates a **report** to visualize enrichment, calls, and follow-up drafts.

OPERATIONAL AUTOMATION

# Less manual preparation around each contact



## Research prospects

Adds **context about companies and contacts** before starting outreach.



## Prepare follow-ups

Generates **drafts** after conversations that require continuity.



## Coordinate phone contact

Connects the process with **DialRun** when calls need to be made.



## Maintain a view of the process

Brings together information from different stages to make **review** easier.

SALES OPSBOT + DIALRUN

# Two solutions inside one commercial process

InterConnecta

## Sales OpsBot prepares and coordinates

Enriches information, generates **follow-up drafts**, and organizes the flow around the commercial process.

Works as the **commercial operations layer** around DialRun.

+

DialRun AI
AI Inbound Calling Agent for Zoho CRM

## DialRun executes the calls

Works the list and manages **phone contact** with prospects.

Meanwhile, **Zoho CRM** remains the main source of information.

IDEAL TEAMS

# For sales teams that need to connect information, calls, and follow-up

Work with campaigns or lists from Zoho.

Need to research companies and contacts before approaching them.

Spend time preparing follow-ups after calls.

Use or plan to use DialRun for phone contact.

Want to connect enrichment, calls, and follow-up in one process.

# A better-prepared commercial process before and after every call

InterConnecta is developing **Sales OpsBot** to connect tasks that are often handled separately today: enriching information, preparing follow-up, and routing calls to **DialRun**, while keeping **Zoho** as the main source of data.

**How much time does your team spend preparing each contact before they start selling?**

**Talk to a specialist**