

KLEARCOMM COMMUNICATION OPTIMIZER FOR SALESFORCE & HUBSPOT

REVOLUTIONIZE SALES OUTREACH AND ENABLEMENT WITH AI-POWERED COMMUNICATION INTELLIGENCE

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WHAT IT IS

Klearcomm's Salesforce and HubSpot plugin is a **real-time sales enablement tool** that transforms how your team engages prospects. Unlike traditional personality tools like DISC or MBTI, Klearcomm doesn't rely on manual assessments, outdated data, or guesswork. Instead, it **automatically generates personalized prospect profiles**, optimizes outreach messages, and provides live guidance during every interaction — all **within the CRM you already use**.

Key highlights:

- **Automatic Prospect Profiles:** Generate external communication profiles from publicly available information (LinkedIn, company sites, etc.) — no assessments required.
- **Message Optimization:** AI drafts emails, calls, or messages tailored to each prospect's communication style.
- **Real-Time Conversation Guidance:** Provides live prompts for video calls, phone calls, and digital messaging.
- **Integrated Insight Hub:** Offers best practices, tips, and warnings directly in your CRM to maximize engagement.

HOW IT WORKS

1. **Automatic Prospect Analysis**

- When a lead or contact is opened in Salesforce or HubSpot, Klearcomm pulls public information to generate a detailed profile.
- Profiles include communication style, motivators, and behavioral tendencies — no input from the prospect is needed.

2. **Optimized Messaging**

- Within the CRM, AI generates personalized email or message drafts.
- Guidance includes subject lines, tone, timing, and content recommendations — taking the guesswork out of outreach.

3. **Live Call & Meeting Support**

- Video calls, phone calls, and chat interactions are enhanced with real-time prompts.
- Suggestions include phrasing, questions to ask, points to emphasize, and behaviors to avoid.

4. **Insight Hub Integration**

- Sales reps access recommendations, dos & don'ts, and scenario-specific playbooks instantly.
- The system continuously learns from outcomes, improving recommendations over time.

5. **Seamless CRM Logging**

- All interactions and optimized communications are logged automatically for reporting and analytics.
- Provides visibility into engagement metrics and adoption across the sales team.

AREAS OF IMPACT

Area	How Klearcomm Helps	Benefits
Prospecting Efficiency	Auto-generates personality profiles for leads	Saves hours of research, faster pipeline acceleration
Email & Messaging Success	Drafts optimized, personalized outreach messages	Higher open rates, more replies, stronger first impressions
Call & Meeting Effectiveness	Provides real-time guidance during conversations	Builds rapport faster, improves meeting outcomes
Team Consistency	Delivers playbooks, tips, and warnings in the CRM	Standardizes communication quality, reduces missteps
Revenue Growth	Aligns messaging to prospect preferences for better conversions	Shorter sales cycles, higher conversion rates, stronger client relationships
Sales Enablement Analytics	Tracks adoption, engagement, and impact	Identifies top performers and best practices to scale across teams

WHY USE KLEARCOMM

- **No Manual Labor:** Profiles and messaging are created automatically — your reps don't have to do the heavy lifting.
- **Better Than Traditional Tools:** Unlike DISC or MBTI, Klearcomm provides actionable guidance for every message and conversation, in real time.
- **AI-Driven Recommendations:** Continuous learning ensures messaging and guidance improve with each interaction.
- **Integrated & Seamless:** Works directly in Salesforce and HubSpot, reducing context switching and adoption friction.
- **Higher Conversion, Less Guesswork:** Every outreach, every call, every message is personalized for maximum impact.

The result: Your team spends less time guessing and more time connecting. Faster pipelines, stronger relationships, and better outcomes across the board.

THE BOTTOM LINE

Every leader worries about revenue, operations, and strategy. But few recognize that communication underpins all of it. Inefficient communication is a trillion-dollar drain that sabotages projects, erodes culture, and burns out employees.

The good news? With the right systems, training, and intentionality, communication can shift from an invisible cost to a competitive advantage.

Because in business, it's not the loudest voice that wins—it's the clearest.

Dr. Janine Stichter is a behavioral psychologist and Director of User Experience at Klearcomm.ai. Her work focuses on the behavioral science of how teams send, receive, and recover from communication breakdowns.