

Own Revenue **Outcomes** with Salesforce AI for Smarter Sales and Marketing Alignment

Introduction

LTM helps hi-tech and original equipment manufacturers (OEMs) align Sales and Marketing through a unified, AI-enabled go-to-market model built on Salesforce, Agentforce, and Data Cloud. By connecting customer signals, lead qualification, campaign intelligence, and sales action in real time, we help enterprises improve pipeline velocity, reduce wasted spend, and convert demand into revenue with greater precision.

Where Revenue Momentum Gets Lost

Hi-tech and OEMs run Sales and Marketing as disconnected motions across long buying cycles and multiple buyer groups.

Leads move without a shared definition of quality, customer signals stay trapped across systems, and campaign performance is measured differently from revenue impact.

That creates friction in handoffs, slows pipeline movement, wastes marketing spend, weakens personalization, and leaves cross-sell and upsell opportunities on the table.

How We Make It Work



**Salesforce
Data Cloud
as the Shared
Intelligence Layer**

- Unifies customer signals across web behavior, campaign engagement, sales activity, and service interactions into a single real-time customer profile.
- Gives Sales and Marketing access to the same intelligence simultaneously, improving visibility, personalization, and decision-making.



**Agentforce for
Intelligent Lead
Qualification
and Routing**

- Uses AI-driven lead qualification to analyze behavioral signals, intent data, and historical win patterns in real time.
- Routes lead to the right salesperson faster, reducing manual handoff delays and improving conversion potential.



**Real-Time
Handoff and
Meeting
Activation**

- Connects high-intent actions, including website engagement and conversational channels such as WhatsApp, directly into sales workflows.
- Triggers timely follow-up and automatically schedules meetings, helping teams act on buying signals before momentum is lost.



Collaborative Campaign Execution with Agentforce

- Supports two-way engagement by helping respond to prospect questions using approved sales content and notifying the assigned account executive.
- Keeps marketing outreach and sales action aligned, improving response quality and reducing disconnect across the funnel.



Data-Driven Segmentation Based on What Converts

- Uses closed-won deal patterns and downstream sales outcomes to shape audience segmentation and campaign design.
- Helps marketers focus on quality, not vanity metrics, so campaigns are better aligned to real revenue potential.

What Enterprises Stand to Gain



higher lead-to-opportunity conversion through AI-driven qualification and smarter handoffs.



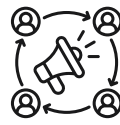
faster pipeline velocity with real-time intent detection and automated meeting scheduling.



lower wasted marketing spend by focusing on higher-quality, sales-ready leads.



Stronger Sales and Marketing alignment through shared key performance indicators (KPIs), unified data, and closed-loop feedback.



Higher personalization and engagement across campaigns and sales outreach.



Better revenue predictability through cleaner pipeline hygiene and more accurate forecasting.

Why LTM

As your Business Creativity partner, LTM brings human insight and intelligent systems together to close the gap between demand generation and revenue execution. With Salesforce, Agentforce, Data Cloud, and deep hi-tech domain understanding, we help enterprises align Sales and Marketing around real buyer signals, sharper decisions, and measurable outcomes.

Outcreate revenue growth with LTM and Salesforce.

Contact us to turn fragmented buyer signals into faster pipeline movement and better conversion – [Mohit.Mohan@ltm.com](mailto: Mohit.Mohan@ltm.com)