

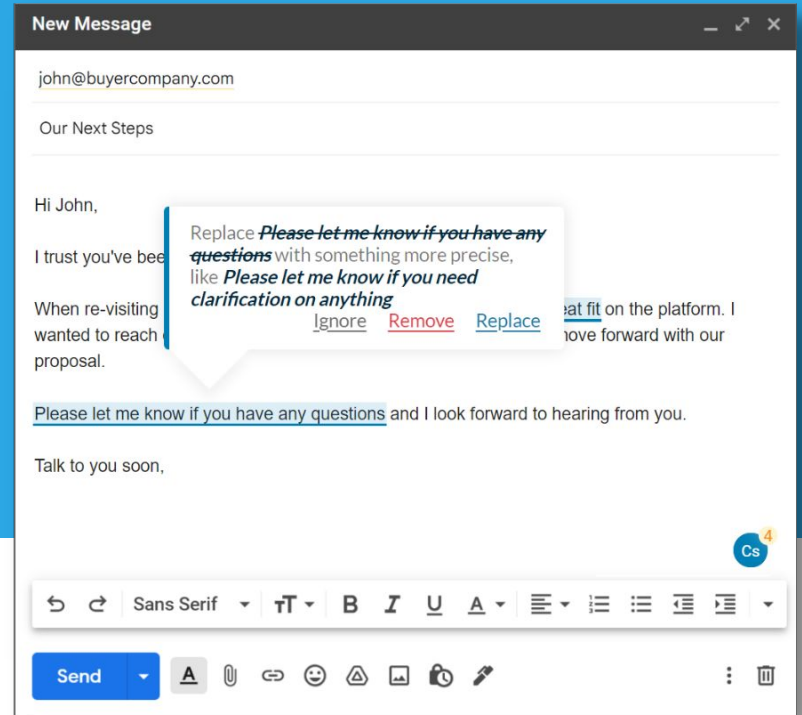


LIVE PRODUCT DEMO

Crystal Writing Assistant

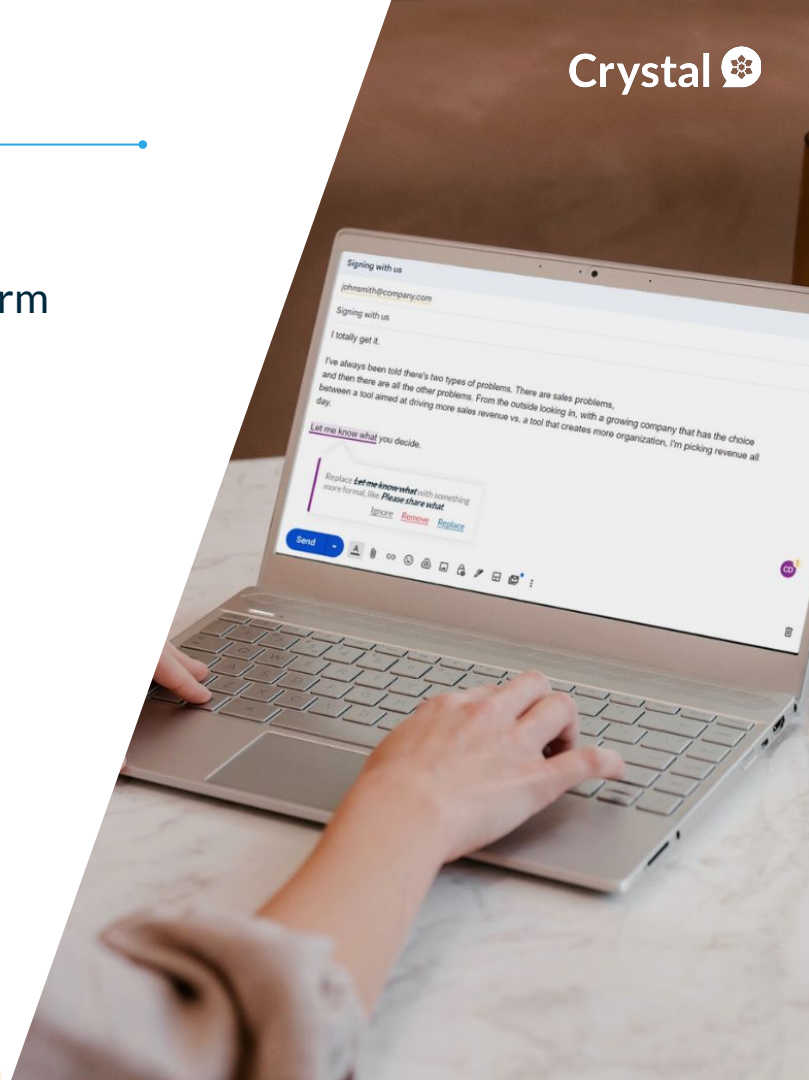


Drew D'Agostino
CEO & Founder
Crystal Knows



Today's Agenda

- Overview of Crystal: The Adaptive Selling Platform
 - *What is DISC?*
 - *What is the Crystal Writing Assistant?*
 - *How does it help write the perfect sales pitch?*
- Live Product Demonstration
- Live Q&A





OVERVIEW OF CRYSTAL

CRYSTAL: THE ADAPTIVE SELLING PLATFORM

LIVE PRODUCT DEMONSTRATION

Q&A

Crystal | The Adaptive Selling Platform

Crystal is the software platform for implementing, reinforcing, and scaling **adaptive sales practices**. We reveal any **prospect's natural personality** using the well-validated personality framework, **DISC**.

Once a prospect's personality is determined, our platform shares unique tips for **how to best communicate** with the prospect **across sales stages**.



PROSPECTING

Never start a sales conversation in the dark.



OUTREACH

Send every message in the natural style of your buyer.



DISCOVERY

Ensure a discovery call starts off the right foot.



QUALIFICATION

Better determine a serious buyer from a tire-kicker.



OBJECTIONS

Handle sales objections with confidence.



NEGOTIATIONS

Be prepared for every negotiation.



CLOSING

Shorten your sales cycle and close more deals.



What is *DISC*?

DISC measures 4 primary traits:



Dominance



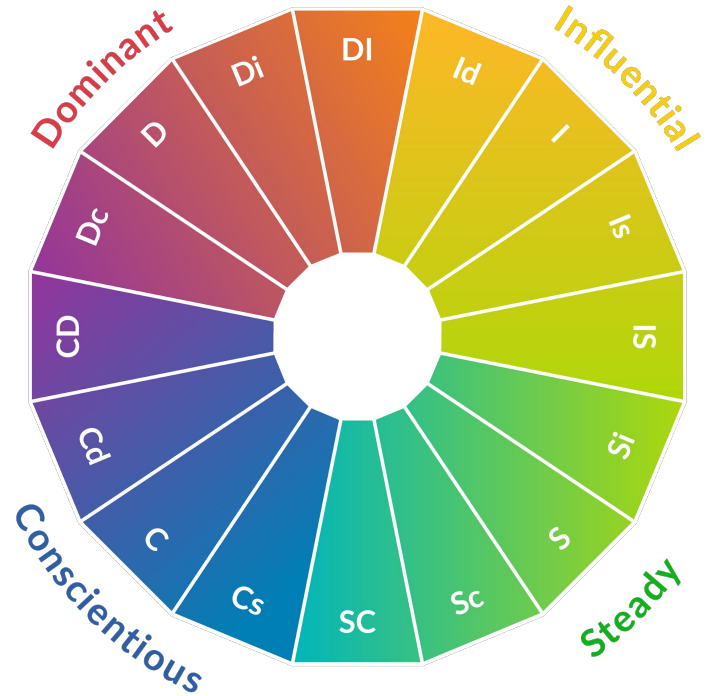
Influence



Conscientiousness



Steadiness

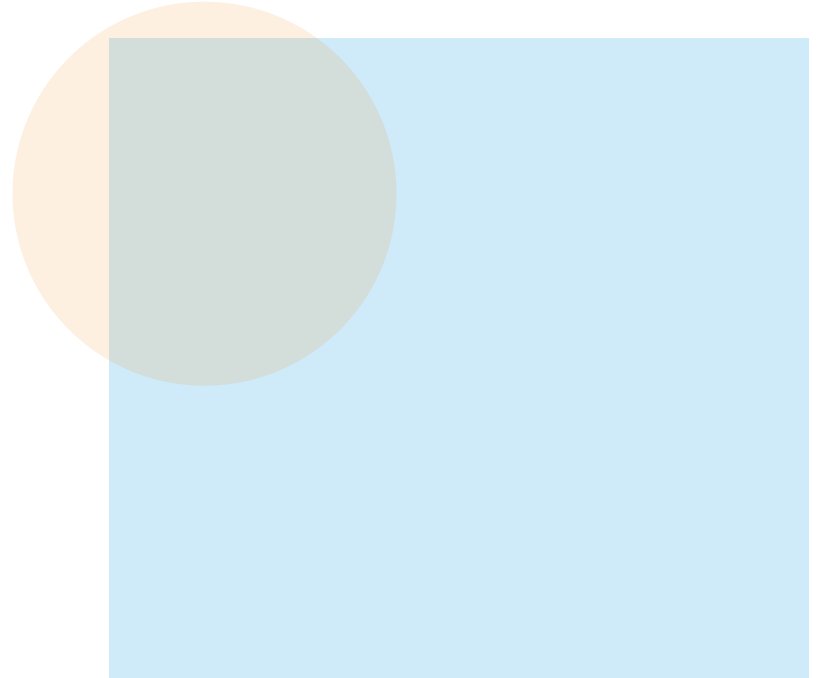


Crystal Writing Assistant

Crystal Writing Assistant works with browser-based versions of Gmail & Outlook to provide continuous reinforcement of adaptive selling techniques.

As reps compose emails, Crystal's Writing Assistant:

- Reviews messages in real-time
- Provides suggestions for tailoring the message toward a prospect's unique communication style.
- Prevents reps from using phrases that are likely to turn off the prospect.





LIVE PRODUCT DEMONSTRATION

CRYSTAL: THE ADAPTIVE SELLING PLATFORM

LIVE PRODUCT DEMONSTRATION

Q&A

Q&A



CRYSTAL: THE ADAPTIVE SELLING PLATFORM

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