

— EXECUTIVE BRIEFING

SCOUT GATHERS THE INTELLIGENCE. WE EMBED IT IN EVERY DECISION YOU MAKE.

Scout is an AI engine: it gathers intelligence on your customers and markets, then applies consultative logic to turn that intelligence into judgement your sales teams and business leaders can act on. Our consultants do the rest, embedding that intelligence into your sales engagements and your commercial and strategic decisions.

// THE AI GATHERS IT. OUR CONSULTANTS EMBED IT.

N.01

Scout's AI engine continuously gathers signal across your customers and markets

N.02

Consultative logic turns that signal into judgement, not just data

N.03

Our consultants embed it into sales engagements and business decisions



— THE REAL QUESTION

AS A BUSINESS LEADER, WHAT DO YOU VALUE MORE?

Every AI vendor promises speed. Few ask what that speed is actually for. Three choices decide whether AI creates real commercial advantage, or just more noise.

CHOICE 01

PRECISION over Automation

Automation moves faster. Precision moves you forward. Scout is built to get the right answer, not just a fast one.

SCOUT CHOOSES **Precision.**

CHOICE 02

PURPOSE over Engagement

Engagement metrics show activity. Purpose shows impact. Every piece of intelligence Scout surfaces ties back to a commercial outcome that matters.

SCOUT CHOOSES **Purpose.**

CHOICE 03

VALUE over Agreement

It's easy to build AI that tells people what they want to hear. Scout is built to tell you what's true and valuable, even when that's the harder message.

SCOUT CHOOSES **Value.**

// SCOUT ISN'T BUILT TO AUTOMATE MORE, ENGAGE MORE OR AGREE MORE. IT'S BUILT TO MAKE YOU RIGHT, MORE OFTEN.



— THE COMMERCIAL JOURNEY

ONE SOURCE OF INTELLIGENCE. **THREE STAGES OF ENGAGEMENT.**

Scout's AI engine meets your commercial team where they are today. Our consultants take it from there, embedding it deeper into sales engagements, commercial decisions and strategy as you grow.

STAGE 01 · SALES EFFECTIVENESS

SCOUT ENGAGE · **Become the most informed person in every conversation**

Our consultants embed Scout Intelligence directly into how your sellers prepare, discover and pitch, transforming fragmented customer information into actionable intelligence so every seller engages as a trusted advisor, not a product expert.

Higher seller effectiveness and win rates · faster onboarding · sharper discovery and proposals

STAGE 02 · REVENUE GROWTH

SCOUT GROW · **Reveal hidden revenue across your customer base**

We work alongside your commercial leadership, using Scout Intelligence to continuously analyse your customer portfolio, prioritise accounts, surface white space and direct sales effort to the greatest commercial impact.

Increased share of wallet · sharper territory planning · a live view of where growth already exists

STAGE 03 · THE ENABLER

SCOUT INTELLIGENCE · **Turn customer intelligence into organisational advantage**

Scout's AI engine profiles every customer, conversation and market signal into one continuously curated source of intelligence. Our consultants embed it into the

commercial and strategic decisions your business leaders make every day, not a dashboard left to gather dust.

Better strategic and GTM decisions, faster • owned commercial intelligence that compounds • the foundation your revenue engine runs on

CUSTOMER INTELLIGENCE → COMMERCIAL INTELLIGENCE → REVENUE ADVANTAGE

Talk to us about how our consultants embed Scout's intelligence into your sales, commercial and strategic decisions.

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