



WHAT IS SHIFTUP?

The Intelligence to Accelerate Revenue in Salesforce

The Reality Check

As a revenue leader, you aren't looking for more tools; you're looking for **pipeline velocity**. Yet, most GTM teams are stuck in a cycle of reactive selling. If you find yourself asking the following, you are in the **Growth Trap**:

- *I have aggressive targets, but how are we going to build pipeline fast enough to hit them this quarter?*
- *Is my team chasing low-intent "leads" or high-probability accounts?*
- *Why is Sales still waiting for Marketing to "feed" them instead of hunting?*
- *We have a great new product—why can't the team find the right buyers?*

The Problem: The "Generic Pitch" is Dead

The market is saturated with "intent signals" that lead to generic pitching. When your sellers wait for a signal to react, they are too late. They enter the cycle as commodities, fighting a race to the bottom on price.

To win, you cannot just fill a need. You must reveal one.

The ShiftUp Solution: Own the Conversation from Day Zero

ShiftUp is a proactive intelligence platform that bridges the gap between your GTM strategy and your customers' business objectives. We don't just provide data; **we provide a Win Plan**.

- **Move Beyond Buying Signals & Leads:** We identify accounts that *need* to change before they even realize it.
- **Contextualized Intelligence:** We orchestrate the strategy, identifying the specific stakeholders and "unconsidered needs" that catch competitors off guard.
- **Salesforce Native:** Built for enterprise-scale with a dedicated **Trust Layer** for unmatched security and performance.

The Impact: Concrete Results

Metric	The ShiftUp Effect	Real-World Proof
Ramp Time	Slash the time it takes for new hires to become productive.	Blackbox reduced ramp time from 9 months to 30 days, generating 10 qualified opportunities in Month one.
Win Rates	Move from "vendor" to "advisor" by defining the problem, not just answering the RFP.	Inseego used ShiftUp to uncover a hidden incumbent in a Fortune 100 account, pivoting their strategy to win a "hidden" deal.
Predictability	Stop hoping for revenue and start engineering it with a clear path to every target.	Lookout moved from generic signals to a predictable, script-led sales motion.

“ShiftUp changed the game by showing us exactly who needed to change and giving my team the script to prove it. We aren't just hitting targets; we have predictability for the first time in years.”

~ CRO, Lookout

Stop Reacting. Start Leading.

ShiftUp equips your sellers with the strategy to own the conversation, accelerate pipeline, and secure higher margins.

SALESFORCE NATIVE. ENTERPRISE SCALE.

Engineered with a dedicated Trust Layer for unmatched security, quality, and performance.

Learn more at www.shiftupai.com