

Why the details you miss in meetings cost you deals

 **Seleqt** ✕ claritalk[®]

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1. Introduction: Outreach starts with a great lead list and capturing every word they say

Outreach starts with a great lead list and you should never miss a word a lead says to you. We've all experienced this: you've booked meetings with potential clients. The meeting goes well, but the timing or the fit isn't quite right. They say, "I have to think about it," and you ask follow-up questions to understand their hesitation. Then... they ghost you.

So, what went wrong? Your calendar is full, but your pipeline is dead. Sales reps are spending hours chasing leads who were never going to convert. It's a waste of time and highly inefficient.

Outreach starts with building a strong lead list. Once you have that list, your job is to engage, build relationships, and close deals. Those deals are closed in meetings with leads and you don't want to miss a single detail from those conversations.

The solution? Find high-quality leads and run efficient client meetings using the right sales automation tools. That's how you boost results and stop wasting time on unqualified leads and ineffective meetings.

You don't need a complicated stack of tools, just a powerful duo: Seleqt and Claritalk.

The solution:



Seleqt.ai qualifies leads by building hyper-targeted lead lists so you never chase the wrong prospect. Seleqt finds the prospect's LinkedIn profile, verified email address, and phone number. Automatically reach out to your potential clients via multichannel campaigns. No unqualified prospect's meeting is booked on your calendar.



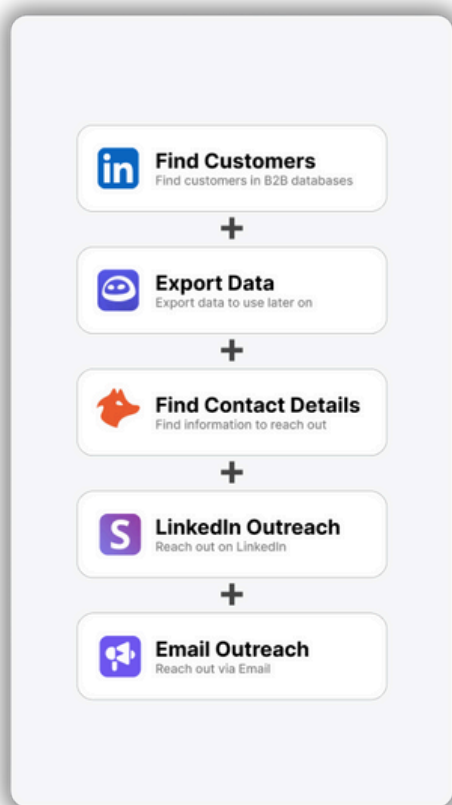
Claritalk ensures that after those qualified leads are contacted, conversations are transformed into actionable next steps using AI-driven conversation intelligence. Every meeting is summarized and action points are identified. Clara, your personal AI-assistant, is always available to answer your questions about your meetings, gives you valuable advice and helps you prepare and follow up on calls.

Together, they eliminate manual effort and close more deals.

2. The problem: Inefficient meetings with unqualified leads.

In sales, the customer is king, and their needs should always come first. Yet, salespeople are often preoccupied with various other tasks, causing them to overlook small but important details that can influence customer behavior and purchase decisions. In this fast-paced world full of misunderstandings and missed details they need a solution that fixes this.

The problem isn't your team's selling skills. It's that they're chasing the wrong leads and then struggling to follow-up and close the deal.



3. How Seleqt.ai Streamlines your B2B Lead Generation.

- Hyper-Targeted Lead Lists: Seleqt uses AI to source leads that match your ICP, no more spray-and-pray.
- No Waste Meetings: Only high-potential buyers are targeted in outbound campaigns, so you stop wasting time on unqualified leads.

- Email Finder via Waterfall Enrichment: Seleqt enriches verified emails from 20+ data providers for high-quality contact info, so you don't have to do this manually.
- Channel Personalization: Multichannel outreach (Email + LinkedIn) tailored to each lead and reach out to them on the channel they prefer.
- Quality Over Quantity: Sales reps speak only to people who are actually likely to buy, so you can close the deal.

The screenshot displays a campaign automation interface. At the top, a workflow diagram shows the following steps:

- Start of campaign** (This is not an actual step.)
- Email found** (Waterfall enrichment)
- Decision:**
 - Yes:** Send email (Send an email to the prospect) after 1 day.
 - No:** LinkedIn invite (Send a LinkedIn invite) after 1 day.

Below the workflow, there are 6 prospects selected. The interface includes buttons for 'Add to campaign', 'Export to CSV', and 'Delete'. A table lists the following prospects:

| | | | |
|-------------------------------------|----------------------------|--|---------------------------------------|
| <input checked="" type="checkbox"/> | David Wiltshire | Founder and Board Member | Patchworks w@arepatchworks.com |
| <input checked="" type="checkbox"/> | David Santoro | Chief Technology Officer / Co - Founder | Carwow carwow.co.uk |
| <input checked="" type="checkbox"/> | Joe Curtis | Director and Co - Founder | 11 Investments 11investments.co.uk |
| <input checked="" type="checkbox"/> | John Natalizia | Co - Founder and Chief Executive Officer | Snoop snoop.app |
| <input checked="" type="checkbox"/> | David Sutton Diamonds | Co - Founder and Chief Executive Officer | Nivoda nivoda.com |
| <input checked="" type="checkbox"/> | Richard Whitwisetechglobal | Chief Executive Officer and Founder | WisoTech Global wisotechglobal.com |

On the right, the 'Add new step' panel lists the following actions:

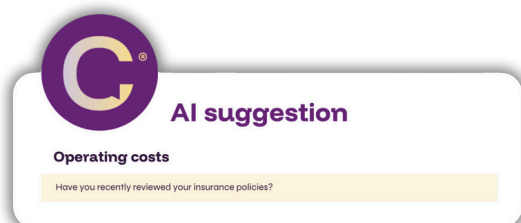
- Send email (Send email to the prospect)
- LinkedIn invite (Send on LinkedIn)
- Send message (Send on LinkedIn)
- Visit profile (Visit on LinkedIn)
- Send Inmail (Send on LinkedIn)
- Delete pending invite (Delete LinkedIn invite)
- Like last post (Like on LinkedIn)
- Call prospect (Manual step: Call the prospect)

4. How Claritalk handles the rest of the journey

Meet Clara, your personal AI assistant who supports you in everything related to your meetings. Clara is always available to answer your questions about your meetings, gives you valuable advice and helps you prepare and follow up on calls.

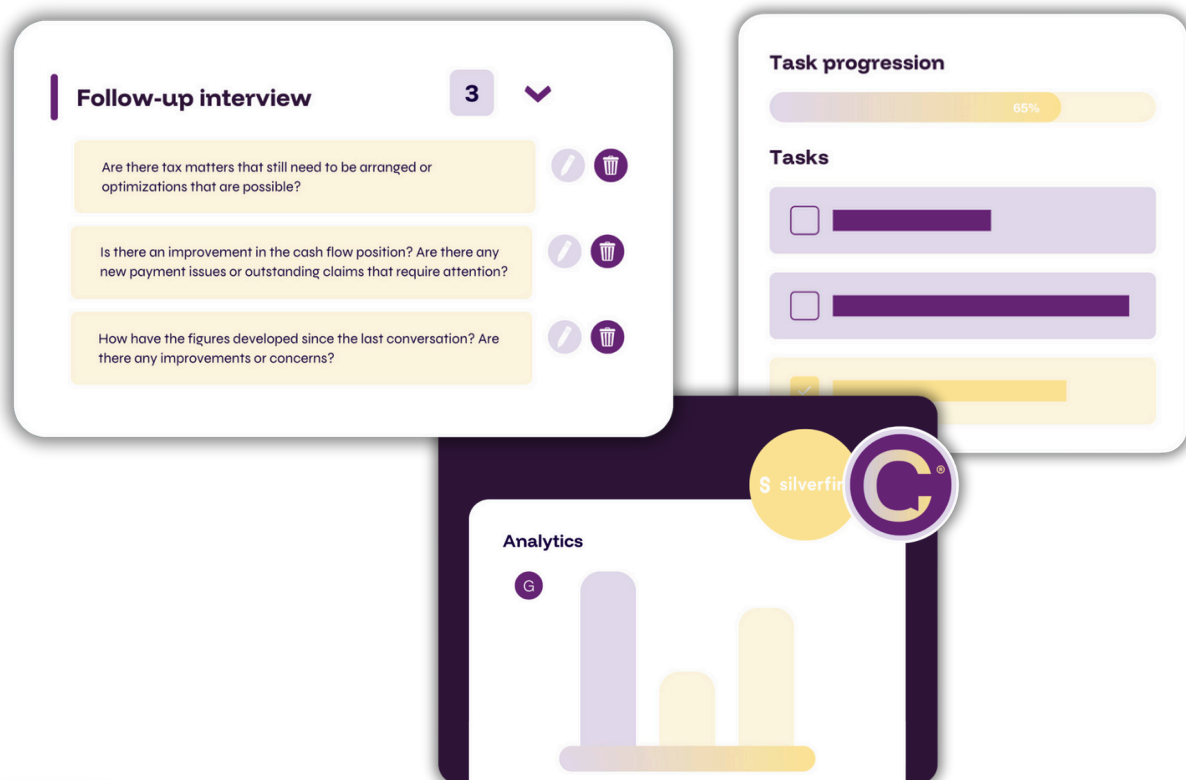


- AI Summaries: Claritalk provides instant, clear overviews of your conversations:
- Automatic summaries highlighting key points.
- Real-time note-taking with time stamps.
- Full transcriptions for detailed reviews.



- AI Suggestions: Set reminders based on important keywords mentioned during conversations, ensuring you never miss crucial details.

- **Intelligent Data Processing:** Structure your conversations by sorting questions per type, allowing the AI to automatically fill in answers and forward data to your CRM, enhancing focus and efficiency.
- **AI-Driven Analysis and Statistics:** Gain detailed insights into your conversations with analytics that interpret data to provide valuable statistics, helping you make informed decisions and optimize communication.
- **AI Task Management:** Automatically extract tasks from meetings, assign them to the right team members, set deadlines, and monitor progress with an evolution bar for clear project tracking



5. How the workflow actually looks



Lead Discovery

Selectt builds a hyper-targeted list of qualified prospects based on your ideal customer profile.



Meeting Happens

Once a prospect books a call, Claritalk automatically records, transcribes, and analyzes the conversation.



Sales Optimization

Reps use Claritalk's conversation insights to personalize future outreach and continuously improve engagement quality.



Campaign Launch

Personalized LinkedIn and email outreach campaigns are created and sent through Selectt. Multi-channel, and precise.



AI Summary & Actions

Claritalk generates a meeting summary with action items and follow-ups, synced to your preferred tools.



Outcome

Outcome: Better-fit leads, No missed details, More closed deals, with less manual work.

6. The Result: No missed details and more closed deals

1. You stop wasting time on “I have to think about it” leads.
2. Every meeting has a purpose and a plan.
3. You gain deep insights into conversations and never miss a detail again.
4. Follow-up calls are sharper, more focused, and more effective.
5. The result? A repeatable, scalable sales system powered by insights and automation.

7. Call to Action

Tired of chasing leads who were never going to buy?

Let Seleqt + Claritalk handle the work, so your team can focus on selling and closing.

Start using the Seleqt + Claritalk integration today.

claritalk[®]



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