

Turn LinkedIn into a qualified B2B sales pipeline

Use AI-powered commercial intelligence to analyse conversations, prioritise prospects and control outreach.

Recover hidden opportunities. Grow a qualified network faster.



A larger LinkedIn network can reduce commercial visibility.

Without structure, contacts, conversations and CRM data lose their commercial context.

30,000

connections revealed the real bottleneck

The challenge was no longer just finding leads. It was knowing who mattered, what had already been discussed and what should happen next.

01

FRAGMENTED DATA

LinkedIn contacts, exports, CRM records and conversations remain disconnected.

02

LOST SIGNALS

Positive replies, objections, future follow-ups and meeting proposals fade from view.

03

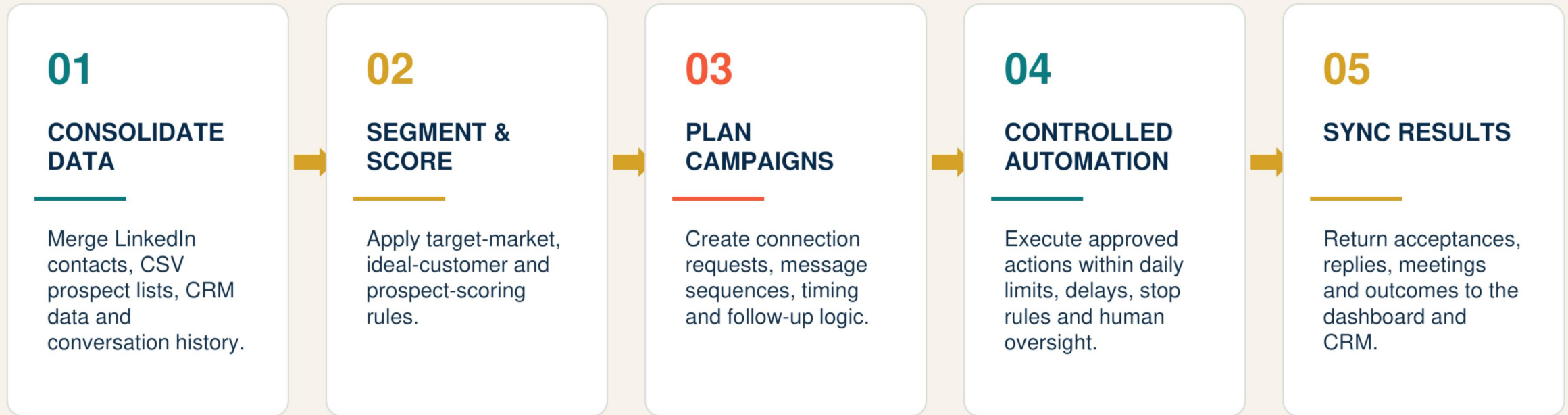
NO NEXT ACTION

Teams cannot see who to prioritise, why they matter or which action should come next.

Good opportunities remain hidden. Follow-ups are missed. Sales activity continues without a measurable pipeline.

Turn intelligence into controlled LinkedIn outreach.

Campaign planning, automated execution and results share one commercial record.



Closed-loop commercial workflow

Prospect data > AI score > Campaign > Connection > Reply > Follow-up > Meeting > Opportunity

AI turns LinkedIn conversations into commercial signals.

AI classifies interest, objections, timing and missed actions; scoring follows the client’s strategy.

CONVERSATION INTELLIGENCE

	POLITE REPLY	Low intent	Keep under observation
	GENUINE INTEREST	Positive signal	Qualify the opportunity
	RECONNECT LATER	Future timing	Schedule the follow-up
	MEETING PROPOSED	High intent	Monitor until booked
	STALE POSITIVE	Missed action	Return to active pipeline

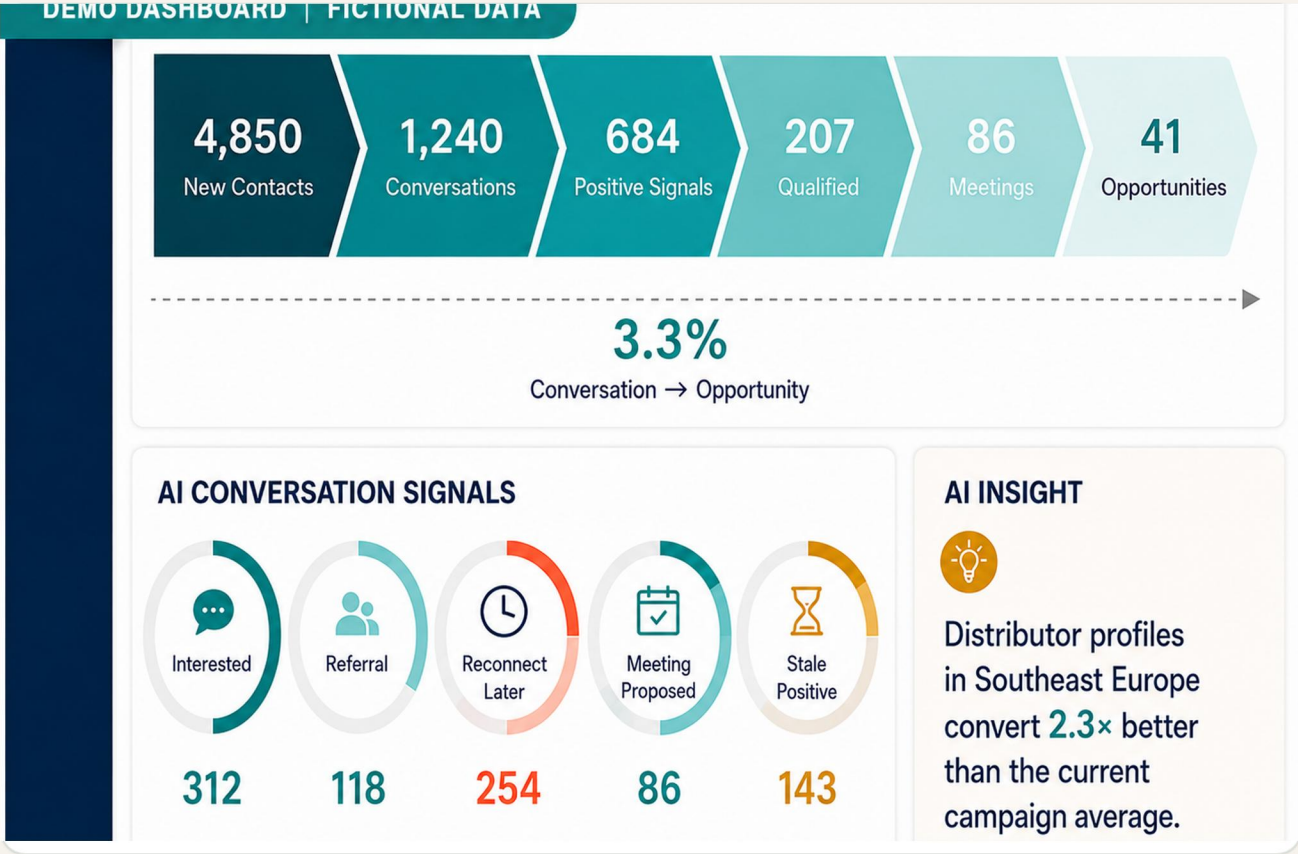
STRATEGY-SPECIFIC PROSPECT SCORING

BUSINESS STRATEGY	HIGH-WEIGHT SIGNALS	PRIORITY OUTCOME
European distributor search	Geography, distribution capability, sector, decision-maker role	Best-fit partners first
Professional services	Market, CEO/CFO profile, company fit, previous engagement	Relevant decision-makers
Technology supplier	Company size, technical relevance, evidence of an active project	Project-ready accounts

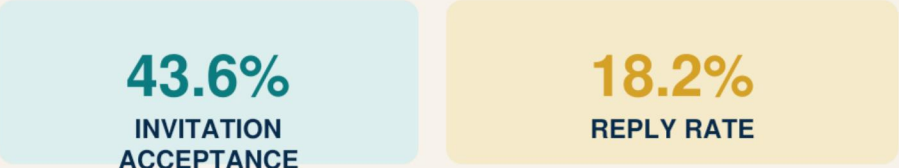
Scoring is built around your market, offer, ideal company and decision-maker profile.

One dashboard connects outreach to qualified opportunities.

Monitor campaign performance, follow-ups, pipeline progression and next best actions.



CAMPAIGN OPERATIONS



CAMPAIGN	STATE	ACTIVITY
European distributors	LIVE	720 sent 151 replies
Balkan CEO outreach	REVIEW	480 profiles queued
Technology suppliers	NURTURE	392 sent 64 replies

Every result updates scoring, follow-up queues and pipeline stages.

Start with existing data - or grow faster with new, qualified contacts.

office@inspirabusiness.com
www.inspirabusiness.com