

Buying Team Intelligence

See the full buying committee. Win more deals with confidence.

Most deals don't die because of the person you were talking to. They die because of the people you weren't. B2B buying is a group decision. Yet most revenue teams build their entire pipeline strategy around a single contact and discover the rest of the committee too late.

LeadSPACE maps the full buying group for every target account like who's involved, what their true role is within the decision (not just their title), and when intent signals suggest the account is actively evaluating. Your team stops selling to contacts and **starts winning** over buying committees.

What you can do with Buying Team Intelligence?

01 · MAKE THE FULL BUYING COMMITTEE VISIBLE



Identify every stakeholder, not just the ones filling out forms.

- AI-driven persona mapping across roles, functions, and seniority
- Normalized job titles and role classification
- Visibility into decision-makers, influencers, champions, and users

OUTCOMES

- Engage the right stakeholders earlier in the deal
- Eliminate blind spots that cause late-stage surprises
- Build stronger, multithreaded relationships

02 · CONNECT PEOPLE, ACCOUNTS, AND HIERARCHY



Understand how decisions flow across complex organizations.

- Parent-child hierarchy mapping across entities and regions
- Relationship mapping between stakeholders and their company site
- Buying groups that span divisions, not just single accounts

OUTCOMES

- Clear visibility into who actually makes buying decisions
- Better account planning and territory alignment
- More accurate identification of economic buyers

03 · DETECT REAL BUYING SIGNALS ACROSS THE GROUP



Move beyond individual activity to coordinated buying behavior.

- Right buyer, right time, right message across the full buying group
- Continuous enrichment from top embedded B2B data sources
- Insight into how multiple stakeholders interact with your brand

OUTCOMES

- Prioritize accounts showing true buying momentum
- Identify opportunities earlier in the buying cycle
- Reduce wasted effort on low-probability deals

04 · ACTIVATE BUYING TEAM INSIGHTS ACROSS YOUR GTM STACK



Operationalize buying group intelligence everywhere.

- Push insights into CRM, MAP, ABM, and sales engagement tools
- Align scoring, routing, and segmentation to buying teams
- Enable consistent execution across sales, marketing, and RevOps

OUTCOMES

- Unified view of the buyer across all systems
- Better alignment between marketing and sales
- More precise execution across campaigns and outreach

LeadSPACE Buying Team Intelligence turns fragmented data into coordinated action so you don't just track deals – you shape them.

[Talk to an Expert](#)