Know every account. Find the next ones.

CVW keeps a sourced profile of your company, your products, every account and every person you deal with, and keeps it current from your records, your documents, your websites and the news. It finds the companies and people you should sell to next, and checks each one before anyone is contacted.

WHAT THIS GUIDE COVERS

Every line names its source
One store of facts behind every profile. Approval only for what could be wrong.

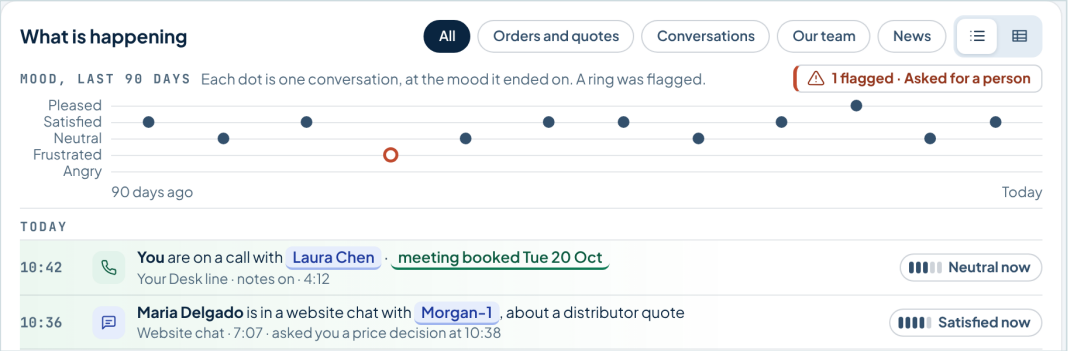
Products and accounts
Described from your own documents and websites, and from each account's own.

People and news
The people map, research on request, news, signals and job postings.

Ideal customers
Profiles, segments and the roles you sell to, and which accounts fit and why.

List building
Companies and people found from a segment, checked, and added as real accounts.

Competitors, chains and dates
Matches checked feature by feature, supply chains, and lead times you can promise.



Activity and intelligence on an account: mood over 90 days, then what is happening today, each with its time and channel. Shown with the made-up Northcott example. Product design with made-up data.

WHERE IT SHOWS

- On every account, in five views.
- In the briefing a worker takes into each contact.
- On Plan and Outreach, as work and people to contact.
- On the desks of the account's owners.

THE CVW GUIDES

Product overview
What CVW is and is worth, the workers, Sage and Tess, the desks, trust, and how to start.

The desks
Working beside the workers: the Rep, Manager and Client operator desks and the phone.

Intelligence and prospecting
Sourced profiles, news, ideal customers, list building, competitors and supply chains.

Channels and compliance
Addresses, lines and company numbers, calls and texts, contact rules and countries.

Quality and the learning loop
Scores, debriefs, the coach, review, lessons, tests, the live watch and measured decisions.

Technical architecture
For IT, security and architecture teams: how CVW is built and run.

Industrial sales
The made-up Northcott Fluid Power example: a manufacturer and its distributors.

B2B inside sales
The made-up Veridane example: a software company selling to banks and insurers.

Every guide is at **corvair.ai/cvw**. Screens are product designs with made-up data.

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Every line names its source.

Every profile in CVW is a view of sourced facts: your company, each product, each account, each contact and each competitor. A line says where it came from, when, and how far to trust it. A person approves only what could be wrong.

WHAT A LINE CARRIES

Fits the older four-bolt presses and replaces the earlier seal kits.
From the SK-220 rev C data sheet, page 2 · 14 Oct · Reported

Bought 120 HA-220 in July, delivered on time.
From your orders file · 14 Jul · Confirmed

She holds the budget for the two new lines.
Said by Maria Delgado in a website chat · 15 Oct · Assumed

IN USE AT ONCE, OR WAITING FOR A PERSON

Where it came from	Used
Your own records and the files you load	In use at once
Documents in your company's Library	In use at once, as reported
Pages on your own websites	In use at once, as reported
The maker's site, for a product you resell	In use at once, as reported
An account's own website and annual report	In use at once, for that account
Any other page, news, research findings	Waits for a person
Something Sage worked out but did not read	Waits for a person

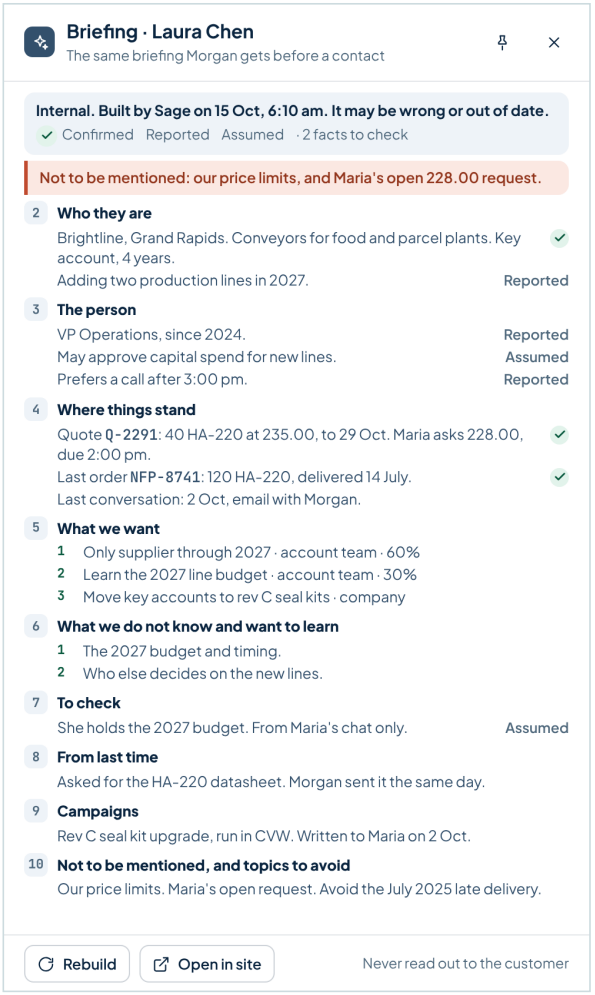
WHEN SOURCES DISAGREE

A conflict is asked, not settled

A new line that contradicts one in use changes neither. One question goes to your administrators, with both lines and their sources.

Wrong lines are kept

Any line can be marked wrong or corrected. It is never deleted, so the history reads.



The briefing a worker takes into a contact: internal, each line confirmed, reported or assumed, and what is not to be mentioned. Shown with the made-up Northcott example. Product design with made-up data.

Approval is for what could be wrong.
Restating what your own records, documents and websites already say needs no approval. What came from anywhere else, or what Sage worked out, waits for a person before a worker uses it.

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Your products, described from your own documents.

Each product has a profile a worker can use: what it does, what it replaces, what goes with it and who buys it. Sage fills it from your products file, every document in your Library, your websites and the maker's, and keeps it current. An empty part says "Not found yet".

WHERE THE LINES COME FROM

Your products file
Name, description, family and the figures loaded with it

Every Library document
Data sheets, safety data sheets, brochures, manuals, catalogues: read whole

Your websites
Your sitemap or your links, up to 200 pages, read again monthly

The maker's site
For a product you resell: up to five pages that name it

Research
Only for a part still empty, on your sites and the maker's first

THE PRODUCT'S PROFILE

HA-220 compact actuator

What it does	**A compact hydraulic actuator, rev C.** From the HA-220 data sheet, page 1
What it replaces	**Replaces the HA-210 rev B.** From your products file
What goes with it	**Goes with: SK-220 rev C seal kit, AD-06 port adapters.** From the HA series brochure, page 6
Who buys it	**Machine builders and plants with presses and lifts.** From your website's HA-220 page

Documents: HA-220 data sheet (page 1), HA series brochure (page 6).

Every document feeds the profiles

A document in your Library becomes a source by itself, with no one adding it. Do not read turns one off. Its text is read even if the search index is not ready yet.

Sage sets the kind

Safety data sheet, brochure, manual, web page, data sheet and more. Where no kind was chosen, Sage reads the first pages and sets it, marked "Set by Sage".

Documents link to products

Every product a document names, by its code or its names, is linked to it, with the page. A link a person made is never removed by Sage.

The whole document

Up to 400 pages, in batches. At most three lines a part from one source, each with its page. A new version replaces the old version's lines, part by part.

Products link to each other

Goes with and Replaced by name your products, and each opens. A competitor's matched offering shows as "Against: Hydra-Tek HT-22".

Research, sparingly

At most once a product a month. Lines from an open search wait for a person, marked "Found by research". Nothing is written from a product's name alone.

WHAT A WORKER DOES WITH IT

A worker asked what goes with an HA-220 answers from these lines, part by part, and says which document says so: "The HA series brochure lists the SK-220 rev C seal kit." It can offer the linked documents, but only those customers may see. Setup › Company › Products shows every product with filters for what is missing, waiting or changed, and Read again for the ones you tick.

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A sourced profile for every account.

Sage builds a profile of each account ahead of time from its website, its annual report, your records and every conversation, and keeps it current. The account view puts it together for the people who own the account.

READ FROM

Its website pages · Its latest annual report · Filings and registries · Documents you add · News and job postings · Your CRM and order files · Conversations

INTO THE PROFILE

Part	What it holds
Background	A one-line summary of what it does; size, sites, markets
Strategy	From annual reports, filings and documents you add
Recent events	Dated, each with its source
People	Roles, who decides what, who knows whom
Relationship	Open quotes and orders, promises both ways, issues
Objectives	The customer's, and the account team's

Websites and annual reports

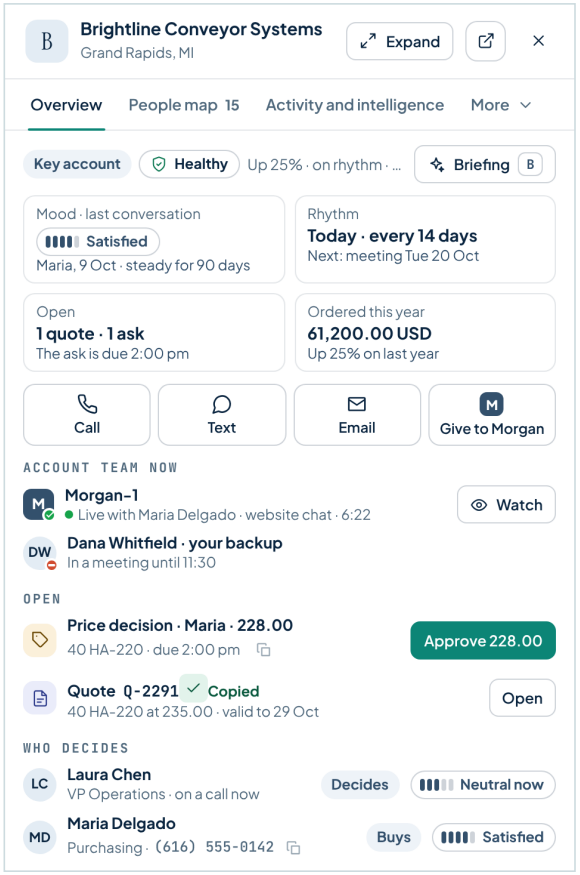
The home page and its About, Company, News, Press, Careers and Investors pages. A key account's latest annual report is kept in its library and read in. Both are in use at once for that account. With no website on record, Sage proposes one.

Key accounts

Mark an account key, and its news is checked daily rather than weekly.

A health you can read

Healthy, Watch or At risk, with the reason: signals, contact past its rhythm, and orders this year against last. Orders down 25% is Watch; down 50% is At risk.



An account beside the list: health, rhythm, what is open, the account team now and who decides. Shown with the made-up Northcott example. Product design with made-up data.

THE ACCOUNT VIEW, ON EVERY DESK

Overview

Objectives, what is open, who decides, from last time, latest news, health and rhythm.

People map

Who reports to whom, works with whom, friction, referrals, who knows them.

Activity and intelligence

What happened, orders and quotes, news and research, each dated.

Briefing and companies

The briefing a worker takes in, and the companies linked to the account.

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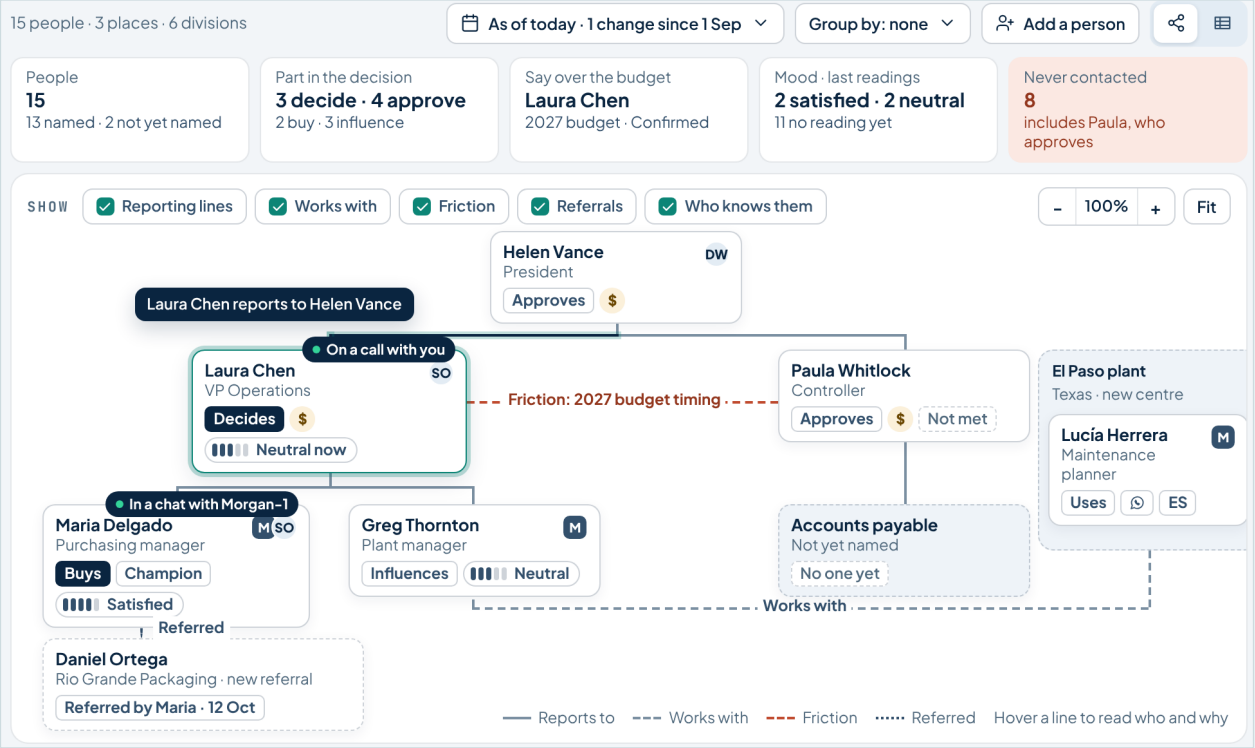
People, their roles, and how they connect.

The people map shows everyone CVW knows at an account, what part each plays in buying, how they connect, and who is missing. Research on a person is on request only, and about their business life only.



The people map for an account: reporting lines, who works with whom, friction, a referral, and each person's part in the decision. Shown with the made-up Northcott example. Product design with made-up data.

ON THE MAP

- Each contact's role and part: decides, approves spend, specifies, uses, influences or opens the door, from the roles you sell to.
- "Not known yet" lists the roles that decide or approve spend that no contact holds yet.
- Links between people on both sides, dated, each with its source and how sure it is.
- Referrals: who named whom, and whether you may use their name.

RESEARCH ON REQUEST

- Their business role, employer and public business statements, each finding with its source. A person confirms it before it is saved.
- Never their home, family, health, beliefs, photos or private accounts.
- A person who asked to be forgotten is never researched.
- Public business profile addresses are kept as links. CVW does not read social sites.

People who move are followed, not lost.

A move to another account or company is recorded on both sides, with the date and the new title, and both owners are told: "Maria Delgado moved from Brightline to Harvest Lane Markets as Head of Buying." A move that research finds waits for a person. The supply chain page shows why a move can be a way in.

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News, signals and job postings.

CVW watches the news for every account and competitor, reads their own job postings, and turns what matters into work for the people who own the account. A worker takes it into the next conversation.

NEWS ON EVERY ACCOUNT

Watched by how much the account matters

Daily for key accounts, weekly for the others. Mark an account key to watch it daily.

Judged against its objectives

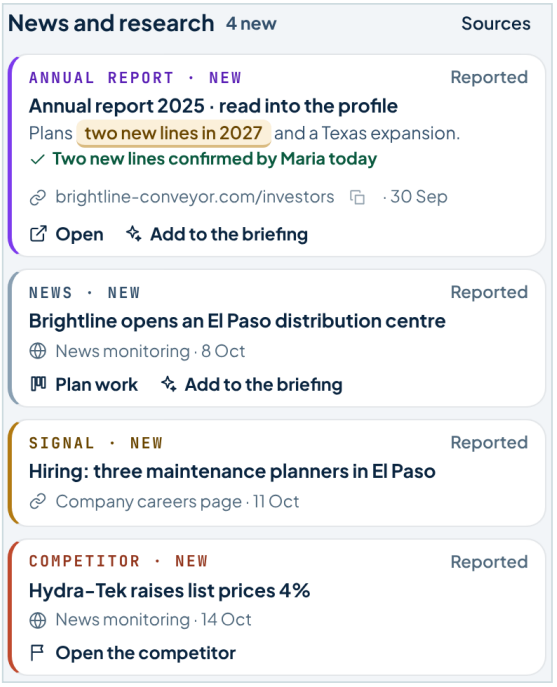
An item is weighed against what the account team and the customer want. One that matters tells the owner, with one notice per account that counts the items after it, and can plan preparation work.

Waits for a person

News comes from outside your records, so it waits for a person before a worker uses it as fact.

SIGNALS THAT START WORK, BY RULES YOUR ADMINISTRATOR SETS

An intent signal · A renewal date · A trial ending · Usage near a limit · An incident, which holds outreach · A champion who moves company · An account going quiet · Orders falling against last year · A hiring sign



News and research on an account: its annual report, a new site, a hiring signal and a competitor's price rise, each with its source. Shown with the made-up Northcott example. Product design with made-up data.

JOB POSTINGS, READ FOR WHAT THEY SAY ABOUT PLANS

Found → **Checked** → **Sorted** → **Kept** → **Acted on**

Found
On the company's own careers pages and the job boards companies post to.

Checked
Is this the company's own posting, not a recruiter's?

Sorted
A new product, a new market, a new technology, a new site, or more of the same.

Kept
A dated fact with its link: "Hiring three maintenance planners in El Paso."

Acted on
A hiring sign on an account checks again whether it fits a segment.

Competitors weekly while you compete for a deal, monthly otherwise; accounts with a hiring sign in their segment, monthly; any company on demand. Social sites are never read, and a posting is never written twice.

WATCHED BESIDE YOUR ACCOUNTS

Your competitors

Websites, news and job postings, for the owners of the accounts where you compete.

Your own products

News about your products and families, so a worker is never the last to know.

The end customers

News about the companies your accounts sell to reaches each of those accounts.

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Ideal customers, and the roles you sell to.

Write down who you sell to, as many profiles as you target, each split into segments, with the roles to reach in each. CVW uses them to judge which accounts fit, to brief the workers, and to build lists.

Ideal customer profile

One for each industry or market you target. As many as you need.

- Name and who they are
- Its segments
- Its roles

→

Segment

A part of the market within a profile.

- Countries and places
- Industries
- Size, by employees
- Signs that a company fits
- What rules a company out
- Example accounts

→

Prospect role

The people to reach, for a profile or one segment.

- Usual job titles, any language
- Seniority and department
- Part in buying
- What they care about
- How the worker talks to them

NORTHCOTT'S PROFILES, IN THE MADE-UP EXAMPLE

Profile	Segment	Where · employees	Signs of fit, and not a fit
Machine builders	Material handling and packaging machinery	US, Canada · 50 to 2,000	Builds machines that lift, push, clamp or divert with cylinders; launching a new line. Not a fit: only electric drives.
Machine builders	Agricultural and forestry equipment	US, Canada, Mexico · 50 to 2,000	Builds tractors, implements or harvesters with hydraulic motion. Not a fit: dealers who only sell.
Plants that run hydraulic equipment	Food, beverage, grain and building materials plants	US · 100 to 5,000	Runs presses, lifts or gates on hydraulics; keeps spares. Not a fit: outsources all maintenance.
Fluid power distributors	Regional hydraulic distributors	The Americas · 10 to 500	Stocks cylinders, valves and seal kits; runs a repair shop. Not a fit: online-only marketplaces.
Public works and fleets	Cities, counties and state transport	Ohio and neighbouring states	Buys by published bid or approved vendor list. Not a fit: no maintenance of its own.

SOME OF THE ROLES

Role	Usual titles	Part	Cares about
Purchasing manager	Purchasing Manager, Buyer, Jefe de Compras	Decides	Price against a distributor quote. Lead time kept.
Design engineer	Design Engineer, Engineering Manager	Specifies	Bore, stroke and pressure ratings. Drawings. Samples.
Plant manager (for plants)	Plant Manager, Operations Manager	Approves spend	Downtime cost. Budget.

Sage drafts them

From what your company already knows: your profile, who buys each product, your best accounts and their contacts' titles. Every line says where it came from.

A draft is used for nothing

Until a person keeps it. Keep, Change or Remove. Fits, lists and briefings use only profiles in use.

A segment like this account

From any account's menu, Sage drafts one segment from what it makes, where and for whom. You choose the profile it joins.

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Which accounts fit, and why.

Every account is checked against your segments, one question at a time, and every answer is kept. So the reason shows, and a person can see why an account fits, may fit or does not.

WHAT IS READ

- Name, website, country, city
- Its summary line
- Its background and strategy lines
- Its customer class
- Industry and employees, from your files or CRM

THE QUESTIONS

Industry
Outside the segment's industries, next to them, or inside them

Each sign of fit
Does the account show it? Yes or no

Each rule-out
Does it apply? Yes or no

Size
Smaller, within or larger. Worked out in code when the employee number is known

Place
A country outside the segment rules it out

THE RESULT

Fits
Inside the industries, size within, and a sign of fit

May fit
Shown to a person with Yes and No

Does not fit
Outside, or a rule-out applies

WHERE FITS SHOW

Where	What you see
Contacts › Accounts	A Fits column with the segment names, and a filter by profile or segment, including "May fit" and "Fits none".
The account	A chip: "Fits: Material handling and packaging machinery". "May fit" offers Yes and No. A switch marks it a key account.
The people map	Each contact's role and part, "Purchasing manager, decides", and "Not known yet: a design engineer".
The worker's briefing	"Fits Machine builders: material handling. Known: Maria Delgado, purchasing manager (decides). Not known: a design engineer."
The worker's manner	A contact matched to a role is spoken to the way the role pack says that kind of person likes, for example a purchasing buyer or a design engineer.

When fits are decided

When a segment is kept or changed, for every account; when an account is added, or its profile changes, at most once a day. A new hiring sign checks the account again.

Your files and your CRM count

Accounts loaded from a file or a CRM are checked like any other. Their industry and size come with them where the file holds them.

Set by hand, and measured

A person can set any fit or role. That is recorded as their verdict on the decision, which is how CVW measures how often it is right.

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Lists built from a segment.

A list search starts from one of your segments, or from words. CVW finds companies that match, checks each one against the segment and against the accounts you already hold, and adds the sure fits to your list at once. The rest wait for a person.

FROM A SEGMENT TO A LIST

1. The segment
Its countries, places, industries, size, signs of fit and rule-outs fill the search. You can change the words.

→

2. The search
A company search, written from the segment and your own profile. Local business listings where the segment names places.

→

3. Fit checked
The segment's questions, on what was found. A sure "does not fit" is Left out, with its reason.

→

4. Held already?
Compared with your accounts, from your CRM too, by website and by name in the same country.

→

5. Added
Sure fits join your list at once, under "Added by CVW", with Undo. The rest wait, best fit first.

A SEARCH, AS IT COMES BACK (MADE-UP COMPANIES)

Company	Where · size	Fit, and why	What happened
Lakeshore Bottling Co.	Ohio, US · 640 staff	Fits: plants that run hydraulic equipment	Already held: Lakeshore Bottling Co.
Tollan Mill Equipment	Indiana, US · 310 staff	Fits: runs presses on hydraulics; keeps spares	Added by CVW · Undo
Marrow Lane Packaging	Michigan, US · 1,200 staff	Fits: packaging machinery; new machine line	Part of: Harlan Packaging Machinery
Brenfield Supply Online	Ohio, US · 40 staff	Does not fit: an online-only marketplace	Left out · Bring back
Quarrow Hill Aggregates	Kentucky, US · 220 staff	May fit: maintenance not known	Waits for a person

NEVER THE SAME COMPANY TWICE

- Sure the same: shown "Already held". Accepting adds the account you hold to the list, and never makes a second one.
- Sure one is part of the other: shown "Part of", linked to the group.
- Unsure: "May be: …", with Same and Different for a person.

FIND COMPANIES LIKE THIS ONE

From any account. The search describes what the account makes, where and for whom, from its facts, not its name, and leaves out the account and its own group. Compare the list with one built from the segment.

Each search shows what it cost to run.
A search says how many searches it made and about what they cost, so a list is never built blind. "Add sure fits at once" is on by default and can be turned off for a search. Every twentieth sure fit is shown to a person with Right and Wrong.

WHAT A LIST SEARCH NEVER DOES

Contact anyone before the checks · Read social sites · Find emails for a whole list · Make a second account for a company you hold · Add a person who asked to be forgotten

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The people at those companies, added as real accounts.

Once you have the companies, CVW looks for the roles you sell to at each of them. What you accept becomes real accounts and contacts, set up the same way as any other, so the workers, the news and the research start at once.

FIND PEOPLE AT THESE COMPANIES

Roles
The segment's roles, with their usual titles, at up to 100 accounts from a list.

→

Search
One people search for each company, with the titles, its name and its country.

→

Checked
Does this show the person works there now? Which of the roles, if any?

→

Linked
Sure on both: a candidate linked to the account, with role, part and title.

Jo Lin · Purchasing Lead · Pinecrest Foods
From a professional profile page: title line and address only
● Works there now: yes ● Role: purchasing manager, decides ● Linked to Pinecrest Foods
● Added by CVW · Undo

WHAT ACCEPTING MAKES

A company becomes a prospect account

- ✓ An owner and an account team, chosen as you accept
- ✓ A worker, the owner's by default
- ✓ News watchers and a profile check
- ✓ The check against your segments
- ✓ Its found details as its first reported lines, with their pages

A person becomes a contact at their account

- ✓ Their title as their position
- ✓ Their role and part, set
- ✓ Their found details kept as sources
- ✓ The basis for contact you chose when the search started
- ✓ A person with no account joins the list as a person, as before

A work email or phone, on demand

On one accepted contact at a time: "Find a work email" or "Find a phone number". The answer is added with its source and marked unverified. Never run for a whole list.

Social sites are never read

A person found on a professional profile page keeps only the title line and the address. The forget list is checked first, and a forgotten person is never added.

Your CRM comes first

Accounts and prospects from your CRM files are accounts like any other. They are matched, not found again as new.

BEFORE ANYONE IS CONTACTED

Being on a list is not a reason to contact. Every person still passes the contact checks for their country, channel and basis before a worker writes or calls, and the check when work is given says who is clear, who may be reached on some channels only, and who may not be contacted.

More in: **Channels and compliance** · **The desks**

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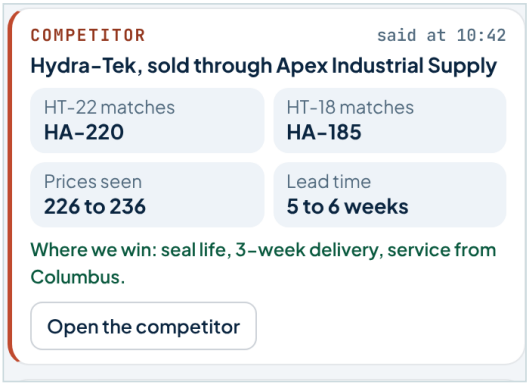
Competitors, checked feature by feature.

Each competitor has a profile like an account: its website, the documents you upload, its news and its job postings. Its offerings are matched to your products, and each match is checked feature by feature before it is used.

ONE MATCH, CHECKED

Their offering: Hydra-Tek HT-22		Our product: HA-220	
Bore	2.0 in	2.0 in	✓
Stroke	4 in	4 in	✓
Pressure rating	2,800 psi	3,000 psi	✗
Mounting	Clevis	Clevis	✓

Close, with one feature that differs: it waits for a person. "Theirs 2,800 psi, ours 3,000 psi."



On a call, the competitor the customer named is brought forward with its offerings against yours and where you win. Shown with the made-up Northcott example. Product design with made-up data.

The same, no feature differs

Matched at once: "Matched by CVW: the same product; 4 features agree", with Undo.

Close, or a feature differs

Waits for a person, with the features that differ shown side by side.

Clearly different

Set aside, and a person can bring it back. Matching runs when an offering or your catalogue changes, not on a timer.

COMPETITOR PRICES, FOR ONE PRODUCT, ON DEMAND

- "Find prices online" on a product, a competitor's offering, or the price drawer. At most once a day for each product, and never on a schedule.
- Each listing is checked: the same product, comparable, or not; which price is for one unit.
- Sure ones are kept as prices seen online, marked approximate, with the seller and the address: "Seen online: about US$212, 21 Oct".
- "In stock" shows only when the listing says so. Stock is not tracked.

WHAT STAYS INTERNAL

- Prices seen stay with your team. A worker never tells a customer a competitor's price.
- A worker speaks of a competitor only in the words you approve, such as where you win.
- A product or family made to your customer's specification is never matched or priced: "There are no listed prices to compare."

A profile for every competitor.

Its website, the documents you upload, its news and its job postings, kept like an account's. On a call, a competitor the customer names is brought forward with its offerings against yours and where you win. What a customer says about a competitor's price is kept as a price seen, with the conversation.

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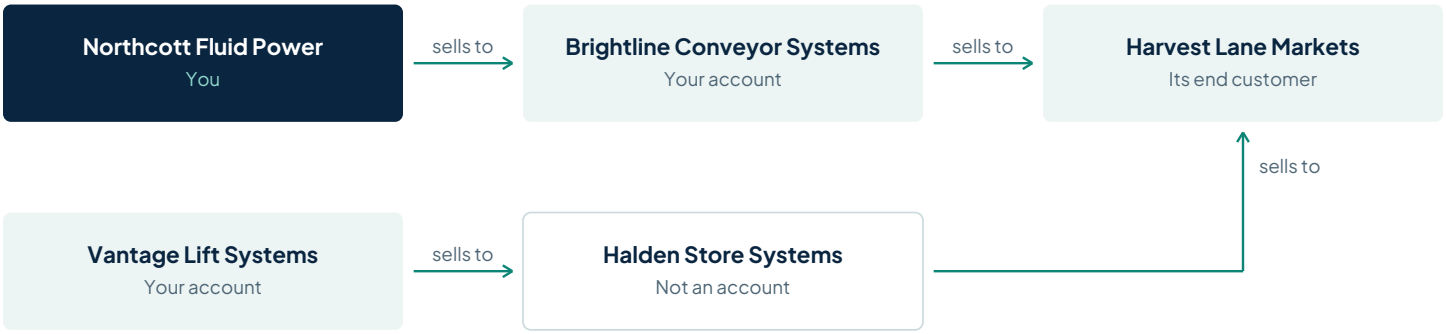
Supply chains: sell direct, and keep the channel healthy.

Many manufacturers sell to suppliers of an end customer they also want to serve directly. CVW records who sells to whom, and tells the suppliers' owners when direct work starts.



Harvest Lane Markets is reached through Halden Store Systems

What flows along each link, in words: "actuators and seal kits", "conveyors for its depots". Each link has how sure it is: confirmed, reported or assumed.

Up to two links are read across. Links come from a person, from your files, or from a debrief, where they wait for approval.

The end customer's Supply chain panel

Our accounts that sell to it, each with its owner, health, orders this year against last, open quotes and what it sells; the people we know there; its news. On each supplier: "Harvest Lane Markets: 2 of your accounts sell to it", Brightline directly and Vantage Lift Systems through Halden Store Systems.

Direct work tells the channel

When a sell objective, a planned contact, a quote or a conversation starts on the end customer, the suppliers' owners are told once: "Direct work started on Harvest Lane Markets, which Brightline sells to. Sam owns it."

The worker never discusses suppliers' business

A worker talking to the end customer knows its suppliers by name only, with the rule: "Do not discuss these suppliers' orders or prices."

News travels along the links

An end customer's news shows on each account that sells to it, saying whose news it is, and plans work only where it matters to that account.

A way in when people move

Someone who moves from a supplier to the end customer is shown on its panel as "Came from Brightline", and both owners are told.

Two goals, side by side

Win direct business with a sell objective on the end customer. Keep suppliers healthy with a list that keeps itself and a retain objective that counts the healthy ones.

Make it an account: a company that is only in the chain becomes a prospect account in one step, keeping every link and person.

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Lead times you can promise. Prices checked before they are said.

When a customer asks when something can ship, or needs it by a date, the worker asks the lead time check, not its memory. The answer says where it came from, and an earlier date than it can meet needs a person.

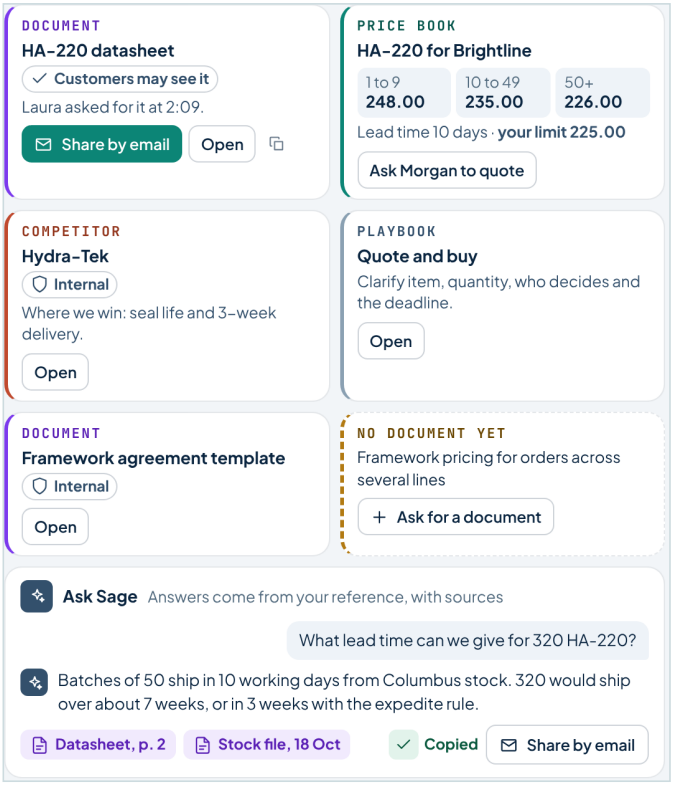
THE LEAD TIME CHECK, IN ORDER

1. **Your own system.** A version made for your company asks your system first, when it is connected.
2. **Your plant lead times.** When you load them: "From your plant lead times, loaded 9:12 today".
3. **The usual lead time.** From your products file: "From your products file".
4. **A person.** With none of these: "A person confirms the date".

"Can you get me 40 HA-220 by Friday?"

Counted in business days from today, with your closures and holidays. **Ships by 4 Nov, from your plant lead times.** Friday is earlier, so the worker asks the person who may agree it, and tells the customer when they will hear.

- Formal quotes show "Ships by" on each line.
- The price drawer says "Ships by 4 Nov, from your plant lead times".
- The reply check passes a date the check allowed, and holds one it did not.
- The Catalogue and the Price book call the column "Usual lead time".



Reference beside a call: a data sheet, the price book with its usual lead time and your limit, the competitor, and Sage answering a lead time question with its sources. Shown with the made-up Northcott example. Product design with made-up data.

PRICES AND QUOTES, IN BRIEF

Only what a check returned

The worker offers a price only from a check: your contract, a price list by class or place, volume breaks, a live price from your system, or a person.

What must be known first

The model, the quantity, the ship-to, when it is needed. The worker asks only for what is missing.

Incentives and terms

Dated incentives, one to a price. Terms that must be said are checked in every reply; a reply that leaves one out is held.

Formal quotes

From your template, numbered, issued by the worker up to a total you set. Nobody types a price on a quote.

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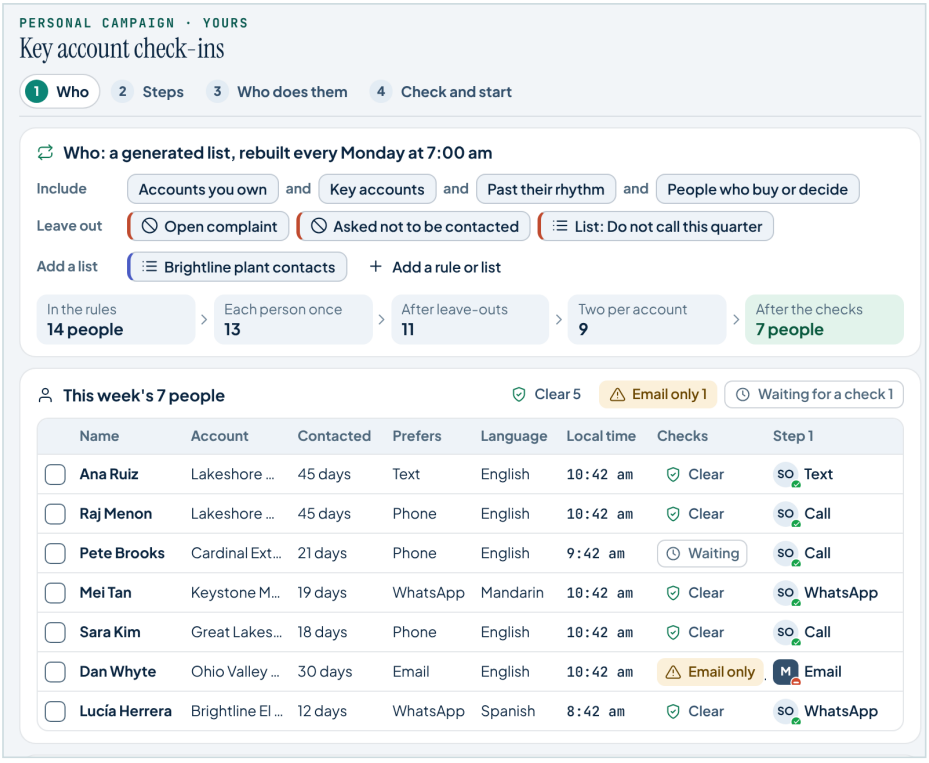
Campaigns from your lists, and decisions you can check.

The lists you build feed campaigns, run by your workers and your reps. The many small judgements behind the lists and the profiles act when they are sure, and are measured against what people decide.



A personal campaign: a list rebuilt every Monday from rules, and the checks on this week's people. Shown with the made-up Northcott example. Product design with made-up data.

CAMPAIGNS

- The campaign studio: audience, message and offer, who and when, review and start.
- Lists combine: add, only if also in, leave out. Each person once.
- A personal campaign rebuilds its list from rules every week, worked in steps by you and your workers.
- One message a week reaches one person, across all campaigns.

DECISIONS THAT MEASURE THEMSELVES

Whether an account fits, which role a contact plays, whether two companies are the same, whether an offering is the same product: each is answered by a decision model. A sure answer acts; an unsure one asks a person. Every answer is kept, and when people disagree too often, CVW asks a person every time.

In full: **Quality and the learning loop**

THE CVW GUIDES

Product overview
What CVW is and is worth, the workers, Sage and Tess, the desks, trust, and how to start.

The desks
Working beside the workers: the Rep, Manager and Client operator desks and the phone.

Intelligence and prospecting
Sourced profiles, news, ideal customers, list building, competitors and supply chains.

Channels and compliance
Addresses, lines and company numbers, calls and texts, contact rules and countries.

Quality and the learning loop
Scores, debriefs, the coach, review, lessons, tests, the live watch and measured decisions.

Technical architecture
For IT, security and architecture teams: how CVW is built and run.

Industrial sales
The made-up Northcott Fluid Power example: a manufacturer and its distributors.

B2B inside sales
The made-up Veridane example: a software company selling to banks and insurers.

Every guide is at **corvair.ai/cvw**. Screens are product designs with made-up data.

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