

# Salesloft — One Pager

Klarix Competitive Intelligence

May 2026

company: Salesloft generated: 2026-05-31

ATTRIBUTE	DETAILS
<b>Who They Are</b>	<ul style="list-style-type: none"> <li>• Mature, enterprise-scale Revenue Technology and Sales Engagement Software provider (merged with Clari in May 2026).</li> </ul>
<b>Location</b>	Atlanta, GA
<b>What They Make/Sell</b>	<ul style="list-style-type: none"> <li>• Revenue Orchestration Platform combining sales engagement (cadences, dialer, email automation) with forecasting and pipeline analytics.</li> <li>• Agentic AI tools (15 new AI agents, Command Center) and conversational AI (via 2025 Drift acquisition).</li> </ul>
<b>Market Positioning</b>	<ul style="list-style-type: none"> <li>• Positioned as a "Predictive Revenue System" that unifies fragmented point solutions into a single end-to-end buyer journey platform.</li> <li>• Differentiates via "Agentic AI" and full-cycle sales execution capabilities.</li> <li>• Recent momentum: Merged with Clari (May 2026), acquired Drift (2025), and hired new CRO (Brian Benfer) and CTO (Rajesh Krishnaswami) in May 2026.</li> </ul>
<b>Top Pain Points</b>	<ul style="list-style-type: none"> <li>• Aggressive competitive pressure from Outreach and Gong capitalizing on post-merger integration complexity → We deliver done-for-you battle cards in 3-7 days to arm AEs with immediate, actionable counter-plays.</li> <li>• Competitors weaponizing known product gaps (Salesforce integration friction, steep onboarding) in active deals → We provide rapid, accurate competitive intelligence so Enablement teams can effectively position against these specific objections.</li> <li>• Pressure on new leadership to scale enterprise sales without fresh capital injections → We map decision-makers and the GTM data landscape so RevOps can focus purely on execution and closing, rather than manual research.</li> </ul>
<b>Best Outreach Angle</b>	<ul style="list-style-type: none"> <li>• Target: Brian Benfer (CRO) and Laurie Ehrbar (CMO).</li> <li>• Hook: Congratulate them on the Clari merger and offer done-for-you CI and battle cards to defend against Outreach/Gong repositioning during their transition to the "Predictive Revenue System."</li> </ul>
<b>Next Step</b>	<ul style="list-style-type: none"> <li>• Send Touch 1 email to CRO Brian Benfer requesting a 15-minute intro call to review how rapid CI and competitor mapping can support his new revenue targets.</li> </ul>