

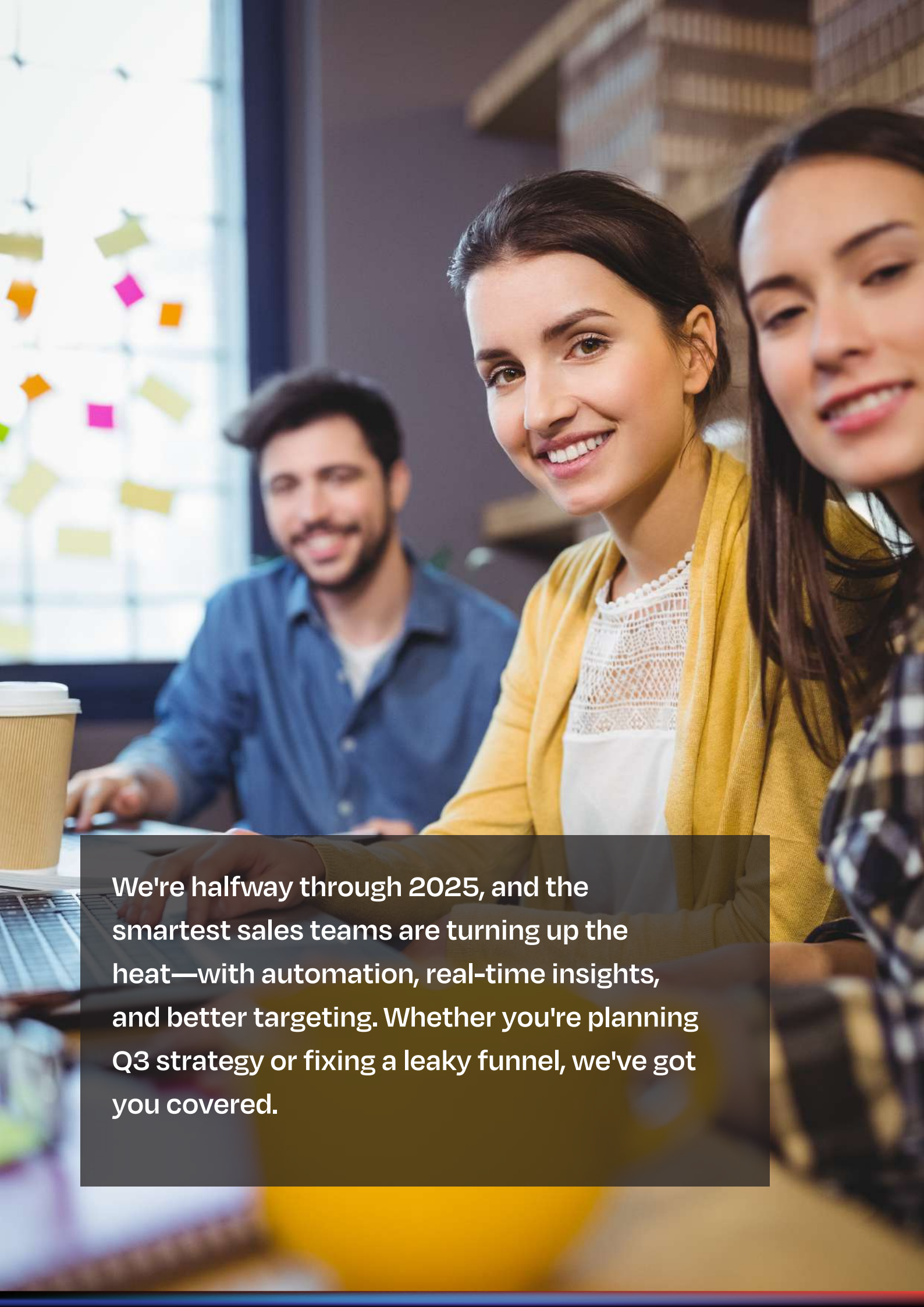
SALEZSHARK



JULY NEWSLETTER

Hello, July!

Smarter Selling Starts Here.

A photograph of three people in an office setting. In the foreground, a woman with dark hair, wearing a yellow cardigan over a white lace top, is smiling and looking towards the camera while working on a laptop. To her right, another woman with long dark hair is partially visible, also smiling. In the background, a man with a beard and dark hair, wearing a blue button-down shirt, is smiling and looking towards the camera. He is sitting at a desk with a laptop. To the left of the man, there is a window with several colorful sticky notes (yellow, pink, orange) attached to it. A white coffee cup is on the desk in the foreground. The overall atmosphere is bright and positive.

We're halfway through 2025, and the smartest sales teams are turning up the heat—with automation, real-time insights, and better targeting. Whether you're planning Q3 strategy or fixing a leaky funnel, we've got you covered.

PRODUCT SPOTLIGHT

Meet Smart Lists – Dynamic, Auto-Updating Target Lists

Tired of downloading static Excel sheets and manually filtering leads? Our new SmartLists feature helps you build auto-refreshing contact lists based on real-time filters like geography, industry, title, behavior, and engagement score.

Whether you're targeting IT decision-makers in Bangalore or CMOs in fintech, SmartLists keeps your lead game sharp, current, and personalized. No manual updates. No missed leads. Just better targeting.

Why it matters:

- Save hours on lead research
- Automatically update leads as per your criteria
- Align perfectly with email workflows



USER SUCCESS STORY

How a SaaS Startup Increased Bookings by 2.3x in 30 Days

When a mid-stage SaaS company started using SalezShark Engage + Connect+, they were struggling with follow-up chaos and missing hot leads. Within a month, they:



**Automated
60% of their
follow-ups**

**Increased
meeting bookings
by 2.3x**

**Got 40% more
replies thanks to
behavior-triggered
emails**

"We always knew timing was everything—SalezShark finally made it possible to act on it,"

Said their Sales Head.



JULY CAMPAIGN TIP

Rainy Day = Lead Nurture Day

Monsoon outside? Perfect time to clean up your CRM and revive cold leads. Use these quick ideas:




Run a "We Miss You" email to low-engagement contacts

Launch a drip campaign for untouched SmartLists

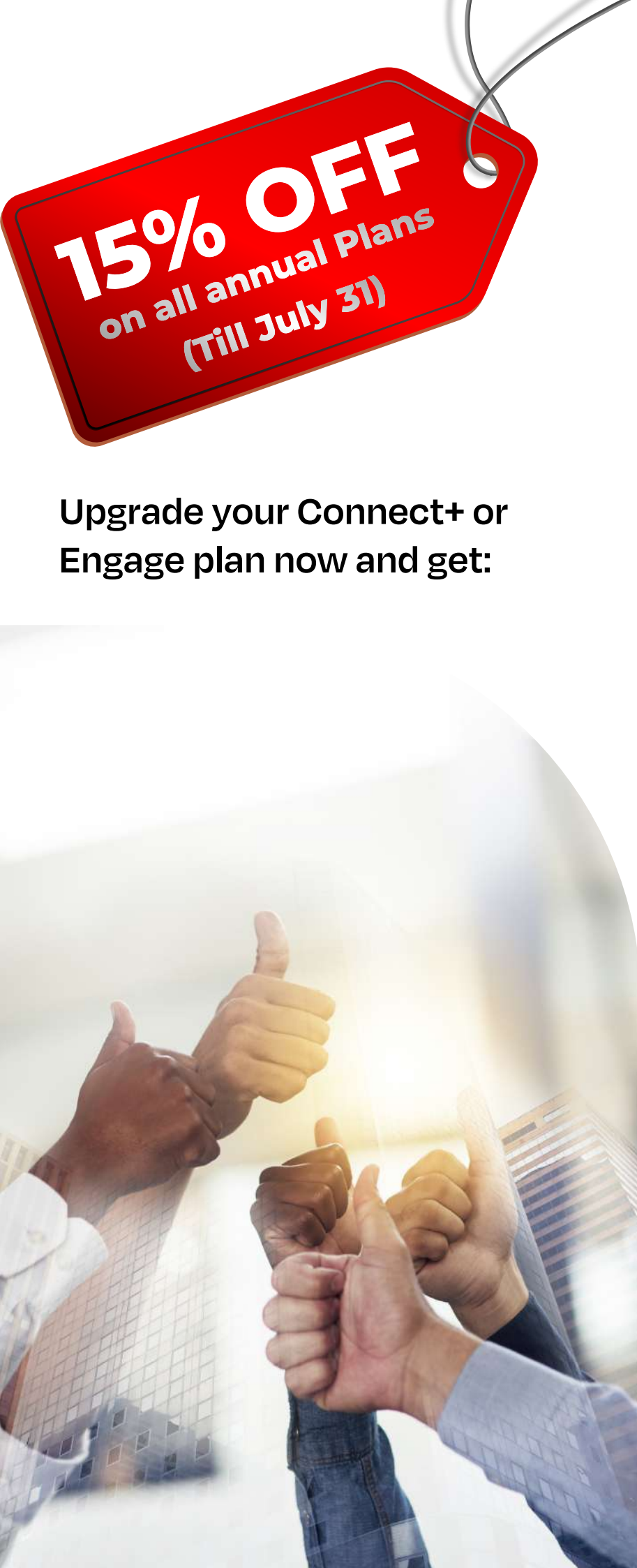
Pro Tip:

Use engagement filters to create a retargeting list of those who opened but didn't reply in the last 60 days.

In Case You Missed It: Top Reads From June

-  [How to Automate 60% of Your Sales Process \(Without Losing Control\)](#)
-  [The Power of Smart Retargeting: Email + WhatsApp Edition](#)
-  [Founder's Note: What I've Learned About Building a Sales-Tech Product That Actually Works](#)

[Read them all here](#)



15% OFF
on all annual Plans
(Till July 31)

Upgrade your Connect+ or
Engage plan now and get:

**Just a friendly nudge:
Our exclusive mid-year
offer is live for one
more week.**

**15% off on
any annual plan**

**Free onboarding
assistance**

**A strategy
call with our
success team**

We Want to Feature You!

Love using SalezShark? We'd love to hear from you.

Submit your story and we might just feature your business in next month's newsletter, on our blog, or in our LinkedIn highlights.



Your Feedback Matters

At SalezShark, we truly value your feedback as it plays an integral role in shaping our services to meet your needs and expectations. Your input guides our continuous improvement efforts, ensuring that we provide you with the best possible experience. We encourage you to share your thoughts, suggestions, and experiences with us, as they serve as the compass that directs our commitment to excellence.

Thank you for being an essential part of our journey, and we look forward to hearing from you.



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