



Deal Intelligence Brief — V2

Influence & Deal Strategy

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Helix Commerce

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01 — Executive Summary

Executive summary unavailable. See individual sections below.

Name	Marcus Webb
Title	VP of Sales
Company	Helix Commerce
Report Date	May 21, 2026

02 — Decision-Making Style

Style	Data-driven with fast-twitch execution bias — prefers to see evidence quickly and move to pilot rather than extended evaluation
Risk Tolerance	Medium-High — comfortable trying new tools with a 30-day proof-of-value period before full commitment
Speed	Fast (1–3 weeks) — known for making tool decisions quickly in first 90 days of a new role

What Triggers Action

Clear ROI evidence from comparable companies

Peer recommendations from VP of Sales network

Product that reps actually want to use without training

Fast activation — shows results within the first week

Information Needs Before Deciding

Pipeline impact metrics from similar-stage companies Rep adoption rates (not just admin usage data) Integration depth with HubSpot — must be native, not Zapier

03 — Strategic Priorities (Actionable)

Strategic priority data unavailable from public sources.

04 — Buying Criteria

Buying criteria data unavailable from public sources.

05 — Objections & Pushback Patterns

Objection data unavailable from public sources.

06 — Influence Strategy

Influence lever data unavailable from public sources.

07 — Deal Strategy with This Persona

Deal dynamics data unavailable from public sources.

08 — Internal Alignment

Internal alignment data unavailable from public sources.

09 — Conversation Strategy

Conversation strategy unavailable — use Strategic Priorities and Influence Strategy sections to construct manually.

10 — Example Positioning

Example positioning unavailable — use Strategic Priorities and Influence Strategy sections to construct manually.