FREQUENTLY ASKED QUESTIONS

1   What is Xcelerator™ and what does it do?

Xcelerator is Force Management's AI-powered sales assistant, built on WINN.AI technology and enhanced with FM's proven sales methodologies. It automates note-taking, updates CRM fields, and provides real-time guidance during sales calls. It helps sellers stay aligned with playbooks, improves deal visibility, and boosts productivity.

2   Does Xcelerator integrate with our existing CRM system?

Xcelerator integrates seamlessly with both Salesforce and HubSpot CRMs, offering automatic real-time syncing and structured data capture. Enhanced integrations – such as automatic updates to Opportunity Manager and Account Planner – are supported exclusively with Salesforce, providing advanced pipeline visibility and coaching capabilities. Additionally, an API connection enables automatic syncing of information directly into Snowflake and comparable business intelligence tools, ensuring sales data is always up-to-date across your analytics ecosystem.

3   How does Xcelerator improve CRM data hygiene and deal visibility?

By automating data capture and syncing it directly to CRM fields, Xcelerator eliminates manual entry errors and ensures complete, accurate records. This leads to better forecasting, smoother handoffs, and improved deal health insights.

4   Who is the primary user – sellers, managers, or both?

Both. Sellers benefit from real-time guidance and automation, while managers gain visibility into playbook adherence, coaching opportunities, and deal progress.

5   What sales methodologies does Xcelerator support?

Xcelerator is built to reinforce Force Management's methodologies, including MEDDPICC Opportunity Qualification and Command of the Message®. Xcelerator actively guides reps to apply these frameworks during calls and provides managers and enablement leaders with real-time visibility into methodology application and adoption.

6   Can Xcelerator provide real-time guidance during sales calls?

Absolutely – real-time guidance is a core differentiator. Xcelerator tracks conversations in real-time, providing live playbook guidance, live answers to customer questions, time management prompts and more.

FREQUENTLY ASKED QUESTIONS

7   What kinds of tasks does Xcelerator automate for revenue teams?

Xcelerator automates note-taking, generates follow-up emails and tasks, and updates CRM fields – all in the flow of work. In addition, it automatically creates a meeting prep brief for every call, equipping reps with key information and focus points to ensure they are prepared and aligned. This not only readies salespeople for productive conversations but also streamlines handoffs between different stages of the sales process, reducing administrative burden and ensuring timely follow-through.

8   Is Xcelerator customizable to our sales playbooks and workflows?

Yes. Xcelerator is not only fully customizable to your playbooks and workflows – with full admin control for quick deployment across teams – but it's also designed to adapt seamlessly to your unique CRM requirements and business logic. Additionally, Force Management's Success Services team provides advisory and support to adapt Xcelerator to your GTM strategy, processes, and CRM environment.

9   What are the expected productivity gains or time savings for reps?

Reps save up to 85% of time spent on admin tasks, gain an extra hour per day, and ramp up to 30% faster. These gains translate into more selling time and higher win rates.

10   How does Xcelerator help with coaching and performance feedback?

Managers gain dashboards that highlight playbook adherence, making it easy to identify coaching opportunities and reinforce best practices in real time. Additionally, managers will gain access to the FM Opportunity Coaching Playbook to reinforce methodology best practices and drive increased deal visibility for improved forecasting.

11   Can Xcelerator be piloted before full deployment?

Yes. We recommend conducting a "dry run" launch to a small pilot group of your internal users, including IT representation, before launching to your full organization to ensure a smooth and successful set up. If desired, a proof of concept can be arranged during the sales process.

12   What kind of onboarding and support is available?

Force Management provides implementation materials, onboarding support and customer success services, while our WINN.AI partners provide customer support.

FREQUENTLY ASKED QUESTIONS

13 How does Xcelerator compare to other AI sales assistants in the market?

Xcelerator combines WINN.AI's real-time assistant capabilities and FM's proven methodologies to support sales execution in the flow of work. Unlike most AI sales assistants, which focus primarily on productivity gains and deliver value only after the call, Xcelerator stands apart by providing live, in-the-moment guidance and support during customer calls – precisely when it matters most.

14 What metrics or KPIs can we expect to improve with Xcelerator?

- Playbook / FM Methodology adoption
- Win rate and revenue per rep
- CRM fill rate
- Time to productivity

15 How is Xcelerator different from WINN?

Xcelerator includes all the core WINN.AI functionality and is tailored for FM customers with FM-specific enhancements like methodology-based playbooks, customer Mantra summary, OM integration, and custom follow-up email templates.

16 What systems does it integrate with (email, calendar, Slack, Teams, etc.)?

Xcelerator offers flexible integration options, accommodating various calendars, video platforms, and messaging tools based on your organization's needs. Xcelerator connects directly with your CRM, email, calendar, and preferred messaging tool, while also providing connectivity to your video platform through a dedicated app or Chrome extension. This ensures a streamlined experience regardless of your specific tech stack.

17 How long does it take to implement?

Implementation is remarkably fast. Xcelerator can be set up and ready to use in just 10 minutes, allowing teams to immediately benefit from its real-time guidance and automation. For organizations seeking tailored AI models and custom development, the deployment timeline is typically around 2 weeks before teams can begin leveraging their personalized setup. Additionally, pre-built FM methodology-specific playbooks will be made available in alignment with your organization's training date.

18 Is there IT involvement required, or can sales ops manage setup?

Revenue Operations can manage most of the setup, especially with FM's enablement support. However, IT involvement may be needed for deeper integrations, updating permissions, or compliance.

FREQUENTLY ASKED QUESTIONS

19   How does Xcelerator compare to other AI sales assistants in the market?

Force Management takes data security and privacy seriously across all technology solutions. Force Management is responsible for ensuring all subprocessors – including WINN.AI – meet rigorous compliance standards. Our internal Data Privacy and Security compliance team oversees vendor selection, onboarding, audits, and ongoing monitoring to ensure customer data is protected and handled in accordance with applicable regulations.

Xcelerator is built on WINN.AI's platform, which is designed with enterprise-grade security. It is SOC 2 compliant, GDPR compliant, and ISO 27001 certified, and undergoes regular audits by external parties to validate its security posture. These certifications ensure that customer data is handled securely and in compliance with global standards. Additional details can be found in [WINN.AI's Trust Center](.).

To further protect customer data, Xcelerator uses isolated AI models for each customer. This means your data is ring-fenced – kept separate from other customers – and can be deleted upon subscription termination. In addition, this customer data is never used to train the AI models. This ensures that sensitive sales information remains private, secure, and under your control throughout the lifecycle of your engagement with Force Management.

20   Can it work in multiple languages or regions?

Xcelerator currently supports 15 languages, including: Chinese, Danish, Dutch, English, French, German, Hebrew, Italian, Japanese, Norwegian, Portuguese, Russian, Spanish, Swedish, and Korean.

This means that you can speak any of the languages above and Xcelerator will be able to provide real-time guidance, track your playbook, and auto-generate notes during the call. However, the AI-generated meeting notes, summaries and emails will all be in English and the app and dashboard are currently available in English only.