

# THE AI SALES STACK

## CHEAT SHEET

9 Layers · 25+ Tools · What to Use, What to Skip

### 1. LEAD INTELLIGENCE

Finds prospects with verified contact data

✓ Use: Apollo, Clay, ZoomInfo ✗ Skip: Ocean.io, Lusha ■ Budget: Apollo (\$49/mo)

### 2. INTENT & SIGNALS

Identifies companies showing buying intent

✓ Use: Common Room, Trigify ✗ Skip: Most 'intent' vendors ■ Budget: Common Room (free)

### 3. EMAIL OUTREACH

Sends personalised cold emails at scale

✓ Use: Instantly, Smartlead, Lemlist ✗ Skip: Mailshake, Woodpecker ■ Budget: Instantly (\$37/mo)

### 4. LINKEDIN OUTREACH

Automates LinkedIn connection & messaging

✓ Use: HeyReach, Expandi ✗ Skip: Dux-Soup, LinkedHelper ■ Budget: HeyReach (\$65/mo)

### 5. WORKFLOW AUTOMATION

Connects tools so data flows automatically

✓ Use: n8n, Make, Clay ✗ Skip: Zapier (expensive) ■ Budget: n8n (\$20/mo)

### 6. CALL INTELLIGENCE

Records, transcribes, analyses sales calls

✓ Use: Fireflies, Gong, Fathom ✗ Skip: Chorus, Otter ■ Budget: Fathom (free)

### 7. CRM & PIPELINE

Manages deals, activities, forecasting

✓ Use: HubSpot, Pipedrive, Salesforce ✗ Skip: Close, Copper ■ Budget: HubSpot (free)

### 8. PROPOSALS

Creates and tracks proposals with e-sign

✓ Use: PandaDoc, Qwilr, Proposify ✗ Skip: DocuSign (signing only) ■ Budget: PandaDoc (\$19/mo)

### 9. LINKEDIN CONTENT

Creates posts and builds personal brand

✓ Use: Taplio, AuthoredUp, Claude ✗ Skip: Generic AI writers ■ Budget: AuthoredUp (\$20/mo)

## THE MINIMUM VIABLE STACK

Layer	Tool	Cost
Lead Intelligence	Apollo	\$49/mo
Email Outreach	Instantly	\$37/mo
LinkedIn Outreach	HeyReach	\$65/mo
Automation	n8n	\$20/mo
Call Intelligence	Fathom	Free

CRM	HubSpot	Free
<b>TOTAL</b>		<b>\$171/mo</b>

---

## THE KEY INSIGHT

*The tools matter less than how they connect.*

A cheap stack that's properly integrated beats an expensive stack where nothing talks to each other.

**Focus on the workflows, not features.**

---

Questions? Book a free call: [calendly.com/aisalesstack/discovery](https://calendly.com/aisalesstack/discovery)

David McCready · The AI Sales Stack · [aisalesstack.ai](https://aisalesstack.ai)