TYGART MEDIA FIELD SHEET · CLAUDE SERIES

Claude AI for Sales — a Tygart Media field sheet

1M-context account briefs, personalized outreach sequences, discovery prep, CRM hygiene, and rep/team plan pricing.

Verified 2026-11-13 against Anthropic official docs · Guide: tygartmedia.com/claude-ai-for-sales/ · Official Anthropic: claude.com/solutions/sales

DIRECT ANSWER · VERIFIED 2026-11-13

Sales teams leverage 1M-context models (`Sonnet 5.5` for rapid outreach/CRM hygiene; `Opus 5.5` & `Fable 5.2` for multi-stakeholder proposals) with **shared Projects** and **MCP CRM connectors** (claude.com/solutions/sales). Solo reps run **Free ($0, 5 Projects)** or **Pro ($20/mo; $17 annual)**; teams run **Team Standard ($20 annual / $25 monthly)** or **Premium ($100/$125, 5× Standard)** with zero default model training.

1. End-to-End Revenue Workflows

- **1M-Context Account Briefs:** Synthesize prospect site copy, 10-K filings, press releases, and LinkedIn notes into top priorities, pain alignment, and tailored openers.
- **Specific Outbound Sequences:** Ground cold emails in real prospect triggers under 100 words; generate multi-angle 3-touch follow-ups without fluff.
- **Discovery & SOW Drafting:** Turn raw call transcripts into tailored discovery agendas, objection rebuttals, and executive-summary proposal drafts.

2. CRM Integration & Data Hygiene

- **MCP Connectors & Clean Notes:** Connect supported CRMs via MCP or paste call transcripts to output structured deal fields (pain, timeline, blockers, next step).
- **Verify Before Sending:** Never let AI invent case-study metrics, SLA guarantees, or pricing terms — human rep sign-off before send is mandatory.

Verified Claude Plan & Pricing Snapshot (Verified 2026-11-13)

Sales Role / Org	Verified Plan & Rate	Key Workflow Advantage	Governance
Individual Evaluation	Free ($0)	Sonnet 5.5 & Haiku 5.5 (1M ctx), up to 5 Projects for test playbooks	Consumer limits; avoid sensitive customer PII
Solo AE / Founder	Pro ($20/mo; $17 annual) or Max/Ultra ($100/$200)	5×+ capacity, Opus 5.5, Fable 5.2, MCP integrations & Desktop + Cowork	Personal account; review company data policy
Sales Team (2–150 seats)	Team Standard $20/$25 · Premium $100/$125	Shared ICP/playbook Projects, org skills, mix Std/Prem per rep	**No training on team data by default**
Enterprise Revenue Org	Enterprise ($20/seat/mo ann + API, 20+ seats)	SCIM provisioning, RBAC, audit logs, compliance API, custom retention	Full InfoSec & procurement governance

Verified 2026-11-13 (tygartmedia.com/claude-ai-pricing/). Always strip confidential pricing concessions or unapproved customer PII before testing outside Team/Enterprise.

Next Steps & Implementation Checklist

- ■ Build one shared Team Project with ICP definitions, approved proof points, and top-10 objection answers.
- ■ Choose Team Standard ($20 annual / $25 monthly) over personal Pro seats once 2+ reps handle prospect data.
- ■ Use Sonnet 5.5 for fast call prep and Fable 5.2 / Opus 5.5 for complex enterprise proposal narratives.
- ■ Verify every company metric, pricing quote, and competitor claim manually before sending to prospects.

CANONICAL LINKS & PRICING HUB

Full Interactive Guide: https://tygartmedia.com/claude-ai-for-sales/ | **Pricing Hub:** tygartmedia.com/claude-ai-pricing/ | **Anthropic Official:** https://claude.com/solutions/sales