

From account change to account action.

What changed → Why it matters → What to do next

With your highest-value accounts, change is the only constant. Executives leave, priorities shift, competition moves in, renewals turn vulnerable. Meanwhile, what your team knows sits scattered across CRM records, meeting notes, proposals, and people's heads. AnyQuest combines **external developments** with **your private account knowledge** to keep a living thesis for every strategic account, and tells the team **what changed, why it matters, and what to do next.**

Data tells you what happened. AnyQuest tells you what to do next.

Every development interpreted through what you sell, what you know, and what you are trying to achieve.

● MATERIAL CHANGE · EXAMPLE ALERT

Immediate · Confidence: High

Northwind Industrial: cost program with protected automation spend

CHANGED	On the Q3 call the CFO announced a cost-reduction program while protecting investment in AI-enabled customer operations. Six senior data and automation roles opened. A new VP of Operations was appointed.
WHY	Strengthens the case for the automation-led productivity proposal from March. Lead with measurable cost reduction, not experimentation.
ACTION	Brief the executive sponsor. Ask the COO for an introduction to the new VP of Operations. Refresh the account plan against the CFO's stated target.
EVIDENCE	Earnings transcript Press release 6 job postings March proposal CRM notes

Illustrative; the account is fictional. Every real alert links to its primary sources and to the internal records it draws on.

LET'S TALK

Send us three account names.

We will return a **cited account thesis brief within 48 hours**: current priorities, key stakeholders, recent material developments, and where your team should engage. If it is useful, we monitor 10 of your accounts for 90 days.

- > "Our account plans are out of date the day we finish them."
- > "We learn about client changes by accident, or too late."
- > "We already pay for data. It does not translate into action."

Grounded in your business. Connected to action.

Most sales-intelligence tools deliver alerts, contact data, intent scores, or generic summaries. They stop at **what happened**. AnyQuest connects each change in an account to **what you sell, what you already know, and what you are trying to achieve**, then recommends the next best action.

HOW IT WORKS

Three coordinated AI agents, one continuous loop.

01 · ACCOUNT 360

Account Thesis Agent

An evidence-backed thesis per account: strategy and pressures, stakeholders, relationship history, open opportunities, renewal exposure, whitespace, recommended plays.

02 · MATERIAL CHANGE

Material Change Agent

Watches leadership, hiring, earnings, M&A, regulatory, and macro signals plus internal engagement. Scores relevance, magnitude, novelty, confidence, urgency, and commercial impact. Filters the noise.

03 · NEXT BEST ACTION

Account Action Agent

Engage a stakeholder, brief an executive, refresh the plan, pursue expansion, escalate renewal risk, draft outreach, or keep watching. Your team approves. It learns from every decision.

THE LOOP 1 Build context → 2 Monitor → 3 Assess materiality → 4 Recommend → 5 Learn

🔄 *thesis updated*

WHY ANYQUEST

Intelligence that knows your business.

Public intelligence + private knowledge

News, filings, earnings, and executive moves are read against **your CRM, account plans, call transcripts, proposals, and relationship history**. Not what happened, but what it means here.

Configured for your commercial model

A leadership change is opportunity for one business and risk for another. Materiality follows **your offerings, value propositions, plays, and qualification criteria**.

Continuous, not one-off

Research briefs decay. AnyQuest keeps a **persistent account thesis** that evolves as the account, your relationship, and your team's decisions change.

Human-controlled and auditable

Every finding cites sources and states confidence. **No external message or system update without approval**. Decision history, role-based access, private workspaces.

BUILT FOR STRATEGIC ACCOUNT TEAMS

→ Enterprise software · renewals and expansion

→ Consulting and IT services · client growth

→ Managed services and BPO · recurring accounts

→ Security, cloud, data, AI vendors · complex deals

→ Banking, insurance, logistics · relationship coverage

NEXT STEP

Start with 10 accounts.

A **focused** 90-day design partnership around one objective: expansion, renewal protection, client growth, or executive engagement.

- ✓ Living thesis for each of 10 accounts
- ✓ Material-change alerts, weekly portfolio digest
- ✓ Recommended actions, approved by your team
- ✓ Weekly working session. You keep your data.