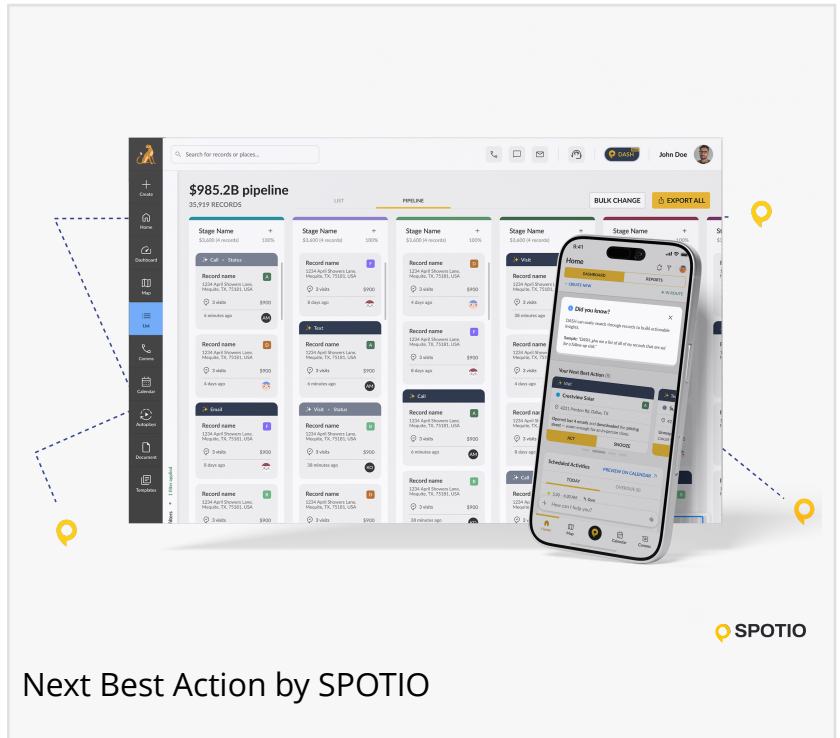


SPOTIO Launches Next Best Action: The First Predictive, AI-Powered Sales Optimization Engine Built for Field Sales

SPOTIO's machine learning models assign predictive Value Scores, surface the highest-impact next action, and give leaders forward-looking pipeline intelligence

DALLAS, TX, UNITED STATES, July 7, 2026 /EINPresswire.com/ -- SPOTIO, the AI-powered field sales execution platform, today announced NBA ([Next Best Action](#)), an AI-powered recommendation engine that analyzes activity history, pipeline stages, engagement patterns, record details, and account behavior to surface the highest-impact action for every rep at every moment. NBA assigns each record a Value Score predicting likelihood of success, urgency, importance, and churn risk, then recommends the specific next action to take: visit, call, text, or email. The result is teams that spend less time deciding what to do and more time taking meaningful action.



For revenue leaders, NBA creates something field sales has never had: a forward-looking, predictive view of pipeline health that updates throughout the day, surfacing at-risk accounts, coverage gaps, and execution inconsistencies before they become missed quotas. For reps, NBA replaces daily prioritization guesswork with an AI-guided action plan built from the patterns that actually drive wins inside their organization. Unlike rules-based tools or generic AI suggestions, NBA is powered by machine learning models that learn from each customer's own account data, identifying the activities, sequences, and behaviors that drive successful outcomes in that specific organization and getting smarter with every interaction.

NBA launches with four core capabilities:

- Value Scores predict success likelihood, urgency, importance, and churn risk for every record, giving leadership org-level predictive insight and reps an instant view of which records matter



SPOTIO is the correct, purpose-built infrastructure, and NBA is the predictive engine at its core. This is the first time field sales has had anything like it."

Scott Shapiro, President of SPOTIO

most.

- Recommended Next Actions prescribe the right action to take (visit, call, text, or email) alongside the reasoning behind every score, so users understand why a record is prioritized.
- Always-Current Guidance keeps recommendations fresh through a hybrid refresh model that updates throughout the day and re-prioritizes nightly, so every rep starts with an AI-guided plan that adapts as the day unfolds.

- Built Into Every Workflow embeds NBA across the redesigned home screen, list views, map views, routing, calendar, and record detail screens, with human confirmation required before any action is taken.

"Field sales isn't new, but the way most companies run it leaves revenue on the table. Spreadsheets, CRM plug-ins, and rep efficiency tools stitched together into an infrastructure that was never built for how modern revenue teams actually operate," said Scott Shapiro, President of SPOTIO. "SPOTIO is the correct, purpose-built infrastructure, and NBA is the predictive engine at its core. It gives leadership a forward-looking view of pipeline health across every territory and every rep, turning field sales into a competitive advantage with clear numerical returns. This is the first time field sales has had anything like it."

"AI is reshaping how revenue organizations operate, and field sales cannot be left behind," said Brian Reinhart, Chief Technology Officer at SPOTIO. "We're investing aggressively in AI because our customers' revenue goals demand it. Instead of layering generic AI on top of our platform, we built an array of machine learning models trained on each customer's own data to make our recommendations accurate and reliable enough to act on. NBA is a major step forward, and it's part of a much larger commitment: putting our customers at the forefront of what AI can do for outside sales teams, and making sure they win because of it."

To learn more about Next Best Action by SPOTIO and how it can transform your field sales operations, visit spotio.com/features/nba/

About SPOTIO

SPOTIO is the AI-powered field sales execution platform for revenue-driven teams, centralizing field activity and turning it into reliable forecasts, lower cost of sales, and predictable revenue growth. Rated 4.5/5 by 380+ field sales professionals on G2, SPOTIO is trusted by thousands of customers worldwide across B2B and B2C field sales in verticals including telecom, home services, home improvement, roofing, medical, financial services, and distribution. SPOTIO is a privately held company headquartered in Dallas, Texas. Learn more at spotio.com

Krystal Guerra

SPOTIO

+1 866-212-1250

Krystal@spotio.com

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/924853810>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.