

[▶ Getting Started articles](#)[Help](#) / [Getting Started](#) / [Getting Started with Salesmotion in Claude \(5-Minute Quickstart\)](#)[Table of Contents](#)

Getting Started with Salesmotion in Claude (5-Minute Quickstart)

Last updated 2026-08-27

This is the short version. It gets one person from nothing to a working setup in about five minutes, and shows an admin how to switch it on for the whole team. The full reference lives in [MCP Integration](#). Forwarding this to your team?

[Download it as a PDF.](#)

1. Connect (2 minutes)

You need a Salesmotion API key. Get one at app.salesmotion.io → **Settings** → **API** (or ask your admin).

In [claude.ai](#) or Claude Desktop:

1. **Settings** → **Connectors** → **Add custom connector**
2. Name: ``Salesmotion`` · URL: ``https://mcp.salesmotion.io``
3. Click **Connect**, paste your key on the Salesmotion page, click **Connect** again

Salesmotion checks the key on the spot. If it is wrong or expired, you find out here, not mid-conversation.

Salesmotion

Connect to Claude

Paste a Salesmotion API key. It is validated before Claude connects, so a wrong key fails here, not mid-conversation.

API KEY

Connect

Personal key
Connects your own Salesmotion account. Create one at [Settings → API](#).

Workspace key (admins)
Create a *Service* key on the same page, then add this connector for your whole Claude workspace (Claude Team or Enterprise: Admin settings → Connectors). Every teammate is connected without a key of their own, and usage counts against one organisation quota.

In Claude Code: add the server to your MCP config with the key as a bearer token — see the Claude Code section of [MCP Integration](#).

2. Try five prompts (3 minutes)

Open a new chat, make sure Salesmotion is enabled under **+ → Connectors**, and type these one at a time. Use any account in your Salesmotion workspace.

TYPE THIS	WHAT YOU GET
Show me Honeywell	An interactive card: score, insights, signals, contacts, SWOT, value pyramid, with buttons for the next step
Brief me on Honeywell before my call	A one-pager: what changed, three things to know, two openers, one question
Account plan for Honeywell	Stakeholders, SWOT, whitespace, competition, objectives, 90-day actions
Draft an email to the CFO at Honeywell about their last earnings call	A 50–90-word email anchored to a real, dated signal, plus a follow-up
What's new across my accounts this week?	A prioritised action list, capped at five accounts to act on now



Honeywell

honeywell.com · Appliances, Electrical, and Electronics Manufacturing · Charlotte, North Carolina · 1...

100
SCORE

Account plan

Value pyramid

Draft outreach

Meeting prep

Overview

Signals

15

Contacts

10

SWOT

Value

Honeywell is a multinational conglomerate based in Charlotte, North Carolina, with over a century of experience in automation, aerospace, energy solutions, and industrial technologies. Founded in 1906, the company has a rich history that includes significant milestones such as supporting NASA's moon mission in 1969 and launching Honeywell Forge, an integrated software platform, in 2019. Honeywell operates through four main segments: Aerospace Technologies, Building Automation, Energy & Sustainability Solutions, and Industrial Automation. Its aerospace division provides avionics and propulsion systems, while the building automation segment offers thermostats and energy management solutions used in millions of commercial buildings. The energy solutions focus on decarbonization and renewable technologies, and the industrial automation segment includes process control systems and robotics for various applications. Honeywell is committed to innovation and sustainability, addressing global challenges in climate change and industrial efficiency.

KEY INSIGHTS

- Honeywell Technologies completed Productivity Solutions sale to Brady Corporation in August 2026 and entered new growth phase post-Aerospace spin on June 29, 2026. Q2 2026 showed organic sales growth 4%, orders up 16%, segment profit +9% with 100bp margin expansion to 19%. CEO Vimal Kapur raised full-year EPS outlook and organic growth guidance to 3-4% from 2-3%. Johnson Matthey Catalyst Technologies acquisition completed July 17 at 13x EBITDA with price renegotiation achieved.
- Building Automation and Industrial Automation segments driving momentum. IndiGo selected Honeywell Aerospace avionics and APUs for 810 new Airbus aircraft. Honeywell Aerospace CEO Jim Currier emphasizes organic growth ahead of rich M&A offers, with AI autonomy partnerships expanding European defense exposure. Company pursuing \$2-4B automation M&A pipeline targeting bolt-on deals in high-growth verticals.
- Honeywell Automation reported 11.8% revenue growth FY26. Process Automation losing grip in competitive landscape. Company initiated with Buy rating and \$250 price target on mid-term EPS growth, margin expansion, and Quantinuum upside. Portfolio diversification supports long-term growth with focus on smart automation and sustainability initiatives across industrial and building segments.

TALKING POINTS

- Your backlog visibility challenge: \$38B backlog is strong but Q1 showed \$50M aftermarket revenue evaporation from geopolitical disruption and timing uncertainty. Salesmotion monitors FID announcements, permitting approvals, and customer capex commitments 24/7 across 1,000+ sources, surfacing conversion risks 4-6 weeks early. This de-risks your H2 guidance and prevents forecast surprises by flagging at-risk

The first time you ask for the card, Claude asks permission once — it is an interactive tool. Click **Allow**.

Every answer follows the same rules: each claim names its source and date, gaps are stated as gaps, and Claude's own conclusions are labelled as such. Ask "where did that come from?" and it can tell you.

3. Learn the twelve skills (optional)

Those prompts ran built-in workflows we call skills. There are twelve; the others cover MEDDIC qualification, stakeholder maps, meeting prep for a named person, value pyramids, deeper account research, territory reviews, earnings analysis, and hiring analysis. You never need to name them — describe what you want and Claude picks. The full list with examples: [Using Salesmotion skills in Claude](#).

Prefer a slash command? Install the `/salesmotion` skill: [Install the /salesmotion skill](#).

4. Roll it out to the team (admins, 5 minutes)

Nobody else needs to repeat step 1. On Claude Team or Enterprise:

1. In Salesmotion, **Settings** → **API** → **new key** → **type Service**. Name it ``Claude workspace``.
2. In Claude, **Admin settings** → **Connectors** → **add custom connector** with ``https://mcp.salesmotion.io``, and paste the Service key.
3. Everyone in the workspace now has Salesmotion in their chats. One key, one quota, one place to revoke.

Details and FAQs: [Connecting a whole workspace](#).

If something is off

- **Claude answers from general knowledge** → the connector is not enabled in that chat (+ → **Connectors**).

- **"Salesmotion rejected this key"** → the key is inactive or expired, or API access is not enabled for your organisation; an admin can check under Settings → API.
- **You get text instead of the card** → your Claude client does not support interactive apps yet (the text is the intended fallback), or the connector needs a reconnect under Settings → Connectors.
- **A section says "Not available in Salesmotion"** → that account has not been added or refreshed in Salesmotion yet.

Still stuck: support@salesmotion.io.

Related articles

MCP Integration — Connect AI Assistants to Salesmotion

Set up the Salesmotion MCP server to give Claude, Copilot, and other MCP-...

[Integrations](#)

Updated 2026-08-27

Using Salesmotion Skills in Claude

The twelve guided sales workflows built into the Salesmotion MCP connector —...

[Integrations](#)

Updated 2026-08-27

The Salesmotion Account Card in Claude

How to open the interactive account card inside Claude, what each tab shows, how...

[Integrations](#)

Updated 2026-08-27

SEE IT IN ACTION

Take a 2-minute tour

New to Salesmotion? Walk through the interactive demo — no signup required.

STILL NEED HELP?

Talk to the team

Email us with a question, or book 15 minutes with the team to see Salesmotion on your accounts.

[Try the interactive demo →](#)

[Email us](#)

[Book a demo](#)



AI agents that research accounts, surface buying signals, and draft ready-to-send outreach for B2B sales teams.

71-75 Shelton Street
Covent Garden, London
WC2H 9JQ, United Kingdom



Product

- [Agents](#)
- [Signal Agent](#)
- [Research Agent](#)
- [Outreach Agent](#)
- [API](#)
- [Pricing](#)
- [Interactive Demo](#)
- [Book a Demo](#)

Customers

- [All Customer Stories](#)

Resources

- [Blog](#)
- [Insights](#)
- [Help Center](#)
- [Glossary](#)
- [Pricing Comparison](#)
- [Business Case](#)
- [Alternatives Hub](#)
- [Comparisons Hub](#)
- [Industries Hub](#)
- [Solutions](#)
- [Tools](#)

Company

- [About](#)

[Frontify](#)

[Incredible Health](#)

[Guild](#)

[Cacheflow](#)

[Cytel](#)

[Contact](#)

[Security](#)

[Privacy Policy](#)

[Terms of Service](#)

[DPA](#)

Alternatives

[All Alternatives](#)

[ZoomInfo Alternatives](#)

[Apollo Alternatives](#)

[6sense Alternatives](#)

[Cognism Alternatives](#)

Comparisons

[All Comparisons](#)

[ZoomInfo vs Salesmotion](#)

[Apollo vs Salesmotion](#)

[6sense vs Salesmotion](#)

[Demandbase vs Salesmotion](#)

Industries

[All Industries](#)

[Life Sciences](#)

[Healthcare](#)

[SaaS](#)

[FinTech](#)

Blog

[All Articles](#)

[Sales](#)

[Account Research](#)

[Tools](#)

[Product Updates](#)

[Company Updates](#)