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ROUNDUP

Best AI Tools for Sales Teams in 2026: 6 Picks Compared

Six AI tools for sales teams in 2026, from prospect data to call recording to CRM agents, with current pricing and who each one suits.

Introduction

AI shows up in most parts of a sales stack by 2026. It finds and enriches prospects, drafts outreach, records and summarises calls, and now runs agents inside the CRM. Most teams don't need a tool for every stage. They need to know which stage is costing them the most rep hours and buy for that.

scored.tools rates tools on five criteria: quality of output, ease of use, pricing value, API and integration quality, and how well the tool solves the problem it claims to solve. None of the six tools below has a published scored.tools rating yet, so each entry is marked as not yet scored, and we have not invented a number to fill the gap. Without ratings to rank by, the entries run in workflow order, from prospect data through to the CRM. The order is not a ranking. Prices come from each vendor's pricing page as of October 2026 unless a third-party source is named.

1. Clay

- **Score:** Not yet scored
- **Best for:** RevOps or GTM engineers building custom enrichment and signal workflows
- **Pricing:** Free; Launch $185/mo ($167/mo annual); Growth $495/mo ($446/mo annual); Enterprise custom. Unlimited seats on every plan.

Clay is a spreadsheet-style workflow builder for prospect data. It pulls from multiple data providers in waterfall order (if one source has no email, it tries the next) and includes Claygent, an AI agent that researches accounts on the web. Since March 2026, Clay bills on two meters. Data Credits pay for marketplace enrichment and Actions pay for running workflows, and a single workflow step can use both, which makes cost harder to predict than a flat seat price. The free tier caps tables at 200 rows and has no phone enrichment. Growth is where it connects to the rest of a stack, adding CRM auto-sync, data warehouse sync, HTTP API and webhooks. Unlimited seats help a larger team. The trade-off is that someone has to design the tables and waterfalls. Clay is a tool for building workflows, so a rep who wants a ready-made list will find it slow going.

2. Apollo Io

- **Score:** Not yet scored
- **Best for:** Small outbound teams that want contact data, sequences and a dialer in one place
- **Pricing:** Free, Basic, Professional and Custom plans. Apollo's public page lists no prices; Landbase and Zeliq report Basic at about $49/user/mo and Professional at about $79/user/mo on annual billing.

Apollo Io combines a B2B contact database with email sequencing, and higher plans add a dialer and AI features. Per Apollo's pricing page, Professional adds higher credit limits, AI features, call recording and deeper CRM integrations. Custom adds SSO, API access and dedicated support. The credit rules are worth reading before you buy. Credits are pooled across the team, granted at the start of each billing cycle and expire unused, and add-on credit packs renew every cycle until you remove them. Every seat on an account must be on the same plan, so you can't put one power user on Professional and keep everyone else on Basic. The free plan only connects Gmail accounts for email. For a team of five reps doing outbound, it covers more of the workflow per dollar than buying data and sequencing separately, provided someone watches credit burn.

3. Lavender

- **Score:** Not yet scored
- **Best for:** Reps who write their own cold email and want feedback in the inbox
- **Pricing:** Basic free (5 analyses/mo); Starter $27/mo annual or $29 monthly; Individual Pro $45/mo annual or $49 monthly; Team $89/seat/mo annual or $99 monthly.

Lavender is a browser-based email coach for Gmail and Outlook 365. It scores a draft as you write, suggests changes and helps with personalisation. Lavender says its recommendations come from analysing historic email data. The Team plan adds a coaching dashboard and aggregated email analytics, which is what a sales manager would pay for. Lavender has also launched Ora, an AI sales agent that drafts emails from the same data, with a free tier to build in. The free Basic plan, at five analyses a month, is a trial in practice. At $89 to $99 per seat, Team pricing is high for a tool that covers only email writing, so it fits best where reps write their emails by hand and reply rate is the metric the team is judged on.

4. Fathom

- **Score:** Not yet scored
- **Best for:** Teams that want call recording and AI summaries without an enterprise contract
- **Pricing:** Free; Premium $16/user/mo annual or $20 monthly; Team $15/user/mo annual or $19 monthly (2–user minimum); Business $25/user/mo annual or $34 monthly (2–user

minimum); Enterprise via sales.

Fathom is an AI meeting notetaker. The free plan includes unlimited recordings and transcriptions plus instant AI summaries, which is generous for one rep. The Team plan adds global search across calls, shared playlists, comments and keyword alerts. For sales use, the plan that matters is Business. Per Fathom's pricing page, that is where CRM field sync (updating records automatically after a meeting), Deal View, coaching metrics and AI scorecards appear. Team-tier buyers who expect CRM updates should check the plan details first. Even at Business pricing, Fathom costs a small fraction of the third-party estimates for Gong, and it publishes its prices.

5. Gong

- **Score:** Not yet scored
- **Best for:** Sales orgs of roughly 50+ reps with managers who will run structured coaching and forecasting
- **Pricing:** Not published. Gong says licences are priced per user plus a platform fee based on user count. Third-party estimates from tl;dv and Avoma put licences at roughly $1,200 to $1,600 per user per year, with platform fees of roughly $5,000 to $50,000 a year.

Gong is a revenue intelligence platform. It records calls and emails, then uses AI to flag deal risk, coach reps and inform forecasts. It sits at the top of the market and is priced that way. Gong's own pricing page confirms the per-user licence and platform fee model and says integrating your existing stack is free, but gives no figures. Third-party write-ups also report one-time onboarding fees and a push toward multi-year terms. A tl;dv article says Gong added a usage-based AI credit meter in 2026, but that comes from one source and Gong does not confirm it on its pricing page. The case for Gong is depth of deal and coaching analysis across a large team. For a ten-rep team, the platform fee alone can cost more than a year of Fathom Business for every seat.

6. Hubspot Sales Hub

- **Score:** Not yet scored
- **Best for:** Teams already on HubSpot, or small teams choosing a CRM with AI agents built in
- **Pricing:** Free for up to 2 users; Starter $20/seat/mo (a lower rate appears on HubSpot's page for annual or promotional billing); Professional $90 to $100/seat/mo plus $1,500 onboarding; Enterprise $150/seat/mo plus $3,500 onboarding.

Hubspot Sales Hub is a CRM with AI agents for prospecting, customer service and data cleanup. The agents run on HubSpot Credits. Starter includes 500 a month, Professional 3,000 and Enterprise 5,000, and extra credits cost $0.010 each. Credits reset monthly and don't roll over. HubSpot says its Prospecting Agent can deliver "up to 2× higher response rates", which is a vendor claim, not an independent result. Starter includes a basic Agent Builder, while Professional and Enterprise add

event-based triggers and more automation. The jump from Starter to Professional is large once the onboarding fee is counted. If your team runs on HubSpot already, its AI features are the easiest to switch on because the data is already there.

Comparison table

Tool	Stage	Score	Free plan	Lowest paid price	Public pricing
Clay	Enrichment and workflows	Not yet scored	Yes (100 data credits/mo)	$167/mo annual, unlimited seats	Yes
Apollo Io	Data and sequencing	Not yet scored	Yes	About $49/user/mo (third-party reports)	No
Lavender	Email writing	Not yet scored	Yes (5 analyses/mo)	$27/mo annual	Yes
Fathom	Call recording	Not yet scored	Yes	$15/user/mo annual (Team)	Yes
Gong	Revenue intelligence	Not yet scored	No	Quote only	No
Hubspot Sales Hub	CRM and AI agents	Not yet scored	Yes (up to 2 users)	$20/seat/mo (Starter)	Yes

Final picks

For a team of five to ten reps on a budget, start with Hubspot Sales Hub Starter as the CRM, add Apollo Io for contacts and sequences, and add Fathom Business so calls write back to the CRM. Every price in that stack is per seat and month-to-month options exist.

Teams whose edge comes from better lists should look at Clay. It costs more up front, but with unlimited seats the price stays flat as headcount grows, and the two-meter credit model needs an owner. Large orgs that want coaching and forecasting analysis across dozens of reps are the market Gong is built for. Get a written quote that includes the platform and onboarding fees. If your reps write emails by hand and reply rates are the problem, trial Lavender Starter on a few reps before buying Team seats.

Scores will appear on this page once each tool has a scored.tools rating. Until then, the vendor pricing pages linked above are the most reliable figures to check before you sign.