



SEPTEMBER 2026 EDITION

EXPANDED EDITION PACK
REVENUE OPERATIONS

CRM

What eighteen AI models recommend when a buyer asks for CRM.

18 models at mid-market

The twelve of the standard tier and the six flagship models.

1,380 judge labels

One per product named, each with its verbatim evidence.

12 models at small business and enterprise

The standard tier answered for these buyers this edition.

Six framings per segment

Direct, paraphrase, comparative, budget, scale and negative.

WHICH MODELS, FOR WHICH BUYER

Eighteen models answered for the mid-market buyer: the twelve of the standard tier and the six flagship models. Twelve models answered for the small business and enterprise buyers. The two tiers are never added together in a standing except where the report says so, on page 4.

HOW IT WAS ASKED

Six framings of the same buying question, on behalf of a small B2B company, a mid-market B2B company and an enterprise B2B company. Every figure is derived from the raw judge labels under vendor table v2026-09-16.3. Nothing here is a recommendation by the index.

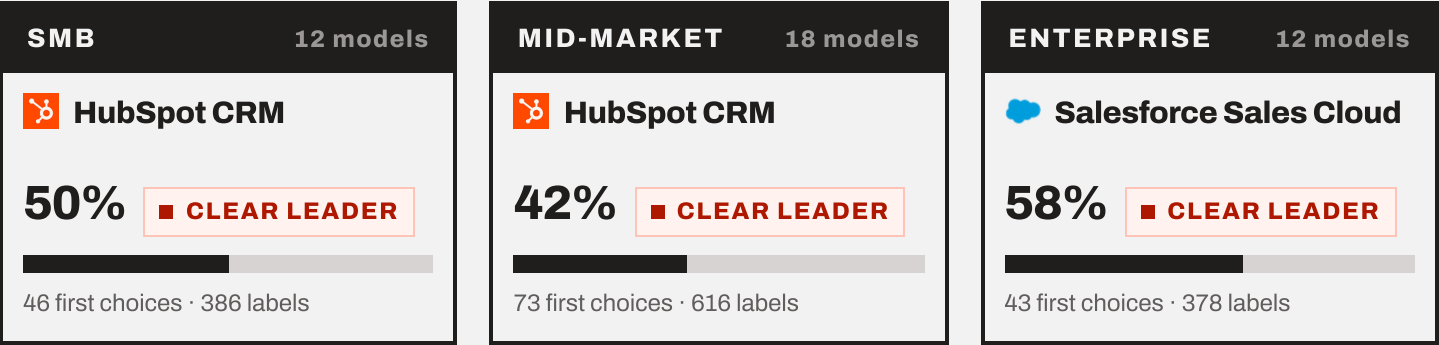
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Each buyer segment carries the same four sections in the same order. The standing is the answer; what they warned about and what they cite are the evidence; how they answered is the full record for the segment.

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HubSpot CRM leads at small business and mid-market; Salesforce Sales Cloud leads at enterprise. The leader changes once across the segments. This is the first edition of the standard tier, so no movement can be computed; from the next edition each standing carries its move against the noise floor of 10 points. Every figure in this report is a row in standing.csv, labels.csv, responses.csv, prompts.csv, models.csv and index.sqlite, with the data dictionary in README.md.

Executive summary



The leader changes once across the segments: HubSpot CRM holds small business and mid-market, and Salesforce Sales Cloud leads at enterprise, where HubSpot CRM is itself argued against.

	SMB	MID-MARKET	ENTERPRISE
WARNED AGAINST	Salesforce Sales Cloud, 76% of 34 labels. Microsoft Dynamics 365 Sales, 82% of 11 labels.	Salesforce Sales Cloud, 30% of 77 labels. HubSpot CRM, 17% of 81 labels.	Pipedrive, 75% of 16 labels. Salesforce Sales Cloud, 19% of 62 labels.
HELD UNDER REWORDING	Four of twelve held: Grok 4.1 Fast, Llama 4 Maverick, GLM 4.7 FlashX, MiniMax M2.5.	Ten of eighteen held: Claude Haiku 4.5, DeepSeek V4 Flash, Llama 4 Maverick, Kimi K2 and six more.	Eight of twelve held: Claude Haiku 4.5, GPT-5.4 mini, Gemini 3.5 Flash, Perplexity Sonar and four more.
SOURCES	17 of 72 answers, from four of twelve models. Most named: blog.salesflare.com, techradar.com.	45 of 108 answers, from ten of eighteen models. Most named: hubspot.com, salesforce.com.	18 of 72 answers, from four of twelve models. Most named: ventureharbour.com, larksuite.com.

Negative shares are of each product’s own labels in that segment. A high share on a product with few labels is a warning; a low share on a product with many is salience, not sentiment. The rewording row names the models whose first choice held on the paraphrase.

Summary The CRM category was measured across 18 models, six framings and three buyer segments. The leader changes once across the segments. HubSpot CRM leads small business at 50 percent of first choices and mid-market at 42 percent. Salesforce Sales Cloud leads enterprise at 58 percent. Each is recorded as a clear leader with no tie. Warnings attach to leaders as well as to challengers in every segment.	By buyer Small business and mid-market agree on HubSpot CRM, though the mid-market field is wider: 73 first choices and 616 labels across 18 answering models. Enterprise diverges. Salesforce Sales Cloud, warned against by 16 models at mid-market, leads enterprise, while Pipedrive draws a 75 percent negative share there. Zoho CRM appears in all three top fives, at a 50 percent negative rate in enterprise.	What to watch Stability under rewording differs sharply. Ten of 18 mid-market models held their first choice, eight of 12 at enterprise, four of 12 at small business. Sourcing is thin outside mid-market: 17 of 72 small business answers and 18 of 72 enterprise answers cited sources, from four models each, against 45 of 108 and ten models at mid-market. Both figures are worth rechecking next edition.
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Written from the figures on this page and checked against them; 0 sentences removed for stating a figure not in them.

MID-MARKET · THE TWO TIERS

EIGHTEEN MODELS, READ AS TWELVE AND SIX

The same product leads both tiers

Each tier is computed on its own models and the two are never pooled into one share. The combined standing below counts every model together, which the public index does not do: its standing is the standard tier alone.

STANDARD TIER	TWELVE MODELS	FLAGSHIP MODELS	SIX MODELS
 HubSpot CRM	41%	 HubSpot CRM	45%
 HubSpot Sales Hub	18%	 Zoho CRM	9%
 Zoho CRM	10%	 Salesforce Sales Cloud	9%
 Salesforce Sales Cloud	10%	 Freshsales	0%
 Pipedrive	2%	 Microsoft Dynamics 365 Sales	0%
 Freshsales	2%	 Pipedrive	0%

The public index's own standing for this segment.

Never enters the public standing. Asked the same six framings.

ALL EIGHTEEN MODELS TOGETHER

NOT THE PUBLIC STANDING

Over all eighteen, HubSpot CRM leads at 42%, clear leader. Three products sit in the top five of both tiers: HubSpot CRM, Zoho CRM and Salesforce Sales Cloud.

42%

HubSpot CRM

31 first choices of 73, over eighteen models and four framings.

ONE WORDING NOTE

The September flagship run asked its questions on behalf of a mid-market B2B software company, the wording the standard tier retired with the October reset. From October both tiers ask the same wording at every segment, and this page renders for small business and enterprise as well.

SMALL BUSINESS · THE STANDING

ASKED OF THE STANDARD TWELVE MODELS

HubSpot CRM leads at 50%

Of 46 first choices across the direct, paraphrase, budget and scale prompts, over twelve models, asked on behalf of a small B2B company.

PRODUCT		SHARE		NEGATIVE LABELS	
■ ENDORSED LEADER		Above the 40% line, with a negative rate under a quarter.			
01	 HubSpot CRM		50%	12%	60
■ ACCEPTED CHALLENGER		Named, below the leader, and not argued against at scale.			
02	 Pipedrive		22%	6%	54
03	 Zoho CRM		11%	15%	55
04	 Salesflare		9%	0%	20
05	 Begin by Zoho		4%	0%	13
06	 Less Annoying CRM		2%	5%	19
07	 Freshsales		0%	3%	36
08	 EngageBay		0%	0%	10
□ CRITICIZED CHALLENGER		More than a quarter of their labels in this segment were negative.			
09	 Microsoft Dynamics 365 Sales		0%	82%	11
10	 Salesforce Sales Cloud		0%	76%	34

Share is the count of first choices over all twelve models. Every product with at least ten labels is listed; the rest are in standing.csv. The quadrant is the band, so it is stated once per band rather than once per row.

MOVEMENT

This is the first edition, so no change can be computed. From the next edition this block carries the move against the noise floor.

SMALL BUSINESS · WHAT THEY WARNED ABOUT

FOUR PRODUCTS, TWELVE MODELS

The leader at another segment is argued against here

A high negative share on a product with few labels is a warning; a low share on a product with many is salience, not sentiment. Each quote is the judge’s evidence for one label, with the model and the framing it came from.

 Salesforce Sales Cloud	26 of 34 labels negative · 10 of 12 models	76%
“Despite being marketed as "small business friendly," it's consistently described as a "time-sucking nightmare" for SMBs”		
MISTRAL SMALL · NEGATIVE PROMPT · STANDARD		
 Microsoft Dynamics 365 Sales	9 of 11 labels negative · 9 of 12 models	82%
“Like Salesforce, Dynamics is incredibly powerful but highly rigid and complex.”		
GEMINI 3.5 FLASH · NEGATIVE PROMPT · STANDARD		
 HubSpot CRM	7 of 60 labels negative · 7 of 12 models	12%
“flag enterprise-tier HubSpot as something small businesses should avoid if they do not need large-company features”		
PERPLEXITY SONAR · NEGATIVE PROMPT · STANDARD		
 Zoho CRM	8 of 55 labels negative · 7 of 12 models	15%
“reviewers sometimes mention pricing complexity, hidden fees, support quality, and setup/customization effort—so they’re worth a careful trial”		
GPT-5.4 MINI · NEGATIVE PROMPT · STANDARD		

The four products with the most negative labels in this segment. Every label and its evidence is in labels.csv, filtered to this category and segment.

Each quote is the judge’s evidence for one label, verbatim, with the model and the framing it came from and the tier the model belongs to. A quote without an attribution does not render.

SMALL BUSINESS · WHAT THEY CITE

FOUR OF TWELVE MODELS RETURNED SOURCES

17 of 72 answers came back with a source list

Citations where the model returns them, or the search results it consulted. Only a model with a search tool can return a source list, so these counts are drawn from four of the twelve and are not a share of all 72 answers.

SITES NAMED IN THE MOST ANSWERS	ANSWERS	PAGES	ANSWERS
blog.salesflare.com	6	blog.salesflare.com	5
techradar.com	6	/best-small-business-crm	
nutshell.com	6	crm.org	5
pcmag.com	5	/crmland/best-crm-for-small-business	
crm.org	5	pcmag.com	5
konabayev.com	5	/picks/the-best-small-business-crm-software	
cloudtalk.io	4	techradar.com	5
forbes.com	4	/best/best-crm-for-small-business	
		cloudtalk.io	4
		/blog/best-crm-software-for-small-businesses	
		forbes.com	4
		/advisor/business/software/best-crm-small-business	

Bars are answers, 0 to 17. A site cited twice in one answer counts once here; the cite count is in responses.csv.

The domain is set on its own line and the path below it, so a long URL breaks at a sensible point instead of mid-word.

WHICH MODELS CITE

The source lists came from Claude Haiku 4.5, Perplexity Sonar, Gemini 3.5 Flash and GPT-5.4 mini. The other eight models answered without returning one, so a site count here is a property of the tools, not of the field.

SMALL BUSINESS · HOW THEY ANSWERED

TWELVE MODELS, SIX FRAMINGS

Models one to five

The first choice sits on the top line of each cell, the count of other products it named in gray below, and what it argued against in red.

MODEL	DIRECT	PARAPHRASE	COMPARATIVE	BUDGET	SCALE	NEGATIVE
A Claude Haiku 4.5	Salesforce Sales Cloud	HubSpot CRM, Pipedrive +2 Salesforce Sales Cloud		HubSpot CRM, Zoho CRM Wave		Microsoft Dynamics 365 Sales +1
GPT-5.4 mini	HubSpot CRM +3 Salesforce Starter / Sales Cloud	Pipedrive +2	HubSpot CRM +3	HubSpot CRM +1		LocaliQ +1
Gemini 3.5 Flash	Pipedrive +5	HubSpot CRM +3	Pipedrive +4	HubSpot CRM +3 Salesforce Sales Cloud +1	Pipedrive +5 Salesforce Sales Cloud	HubSpot CRM +6
Perplexity Sonar	Salesflare +5	Pipedrive +3	HubSpot CRM +5	HubSpot CRM +3		HubSpot CRM +2
Grok 4.1 Fast	HubSpot CRM +4 Salesforce Sales Cloud	HubSpot CRM +4 Salesforce Sales Cloud	HubSpot CRM +5	HubSpot CRM, Zoho CRM +4		HubSpot CRM +6

Four of twelve models held their first choice under the paraphrase: Grok 4.1 Fast, Llama 4 Maverick, GLM 4.7 FlashX and MiniMax M2.5. The negative framing returns no recommendation, so that column holds only what the answer argued against. Every cell is one row of responses.csv joined to labels.csv.

Models seven to eleven

The first choice sits on the top line of each cell, the count of other products it named in gray below, and what it argued against in red.

MODEL	DIRECT	PARAPHRASE	COMPARATIVE	BUDGET	SCALE	NEGATIVE
 Mistral Small	Pipedrive +3	Salesflare +3 Salesforce Sales Cloud	Salesflare +6	HubSpot CRM +4	Microsoft Dynamics 365 Sales +1	Close +6
 DeepSeek V4 Flash	Salesflare +4 Salesforce Sales Cloud	HubSpot CRM +2	HubSpot CRM +4 Salesforce Sales Cloud	Zoho CRM +5		HubSpot CRM +4
 Llama 4 Maverick	HubSpot CRM +4	HubSpot CRM +3		Begin by Zoho +1		Salesforce Sales Cloud
 Qwen 3.7 Flash	HubSpot CRM, Pipedrive +1	HubSpot CRM +3	HubSpot CRM +3 Salesforce Sales Cloud	HubSpot CRM +2	Close, Pipedrive +3 Salesforce Sales Cloud	Microsoft Dynamics 365 Sales +3
 Kimi K2	HubSpot CRM, Salesflare +3	Pipedrive +2 Salesforce Sales Cloud	HubSpot CRM +5 Keap	Zoho CRM +3	Pipedrive +3 Salesforce Sales Cloud	HubSpot CRM +6

Four of twelve models held their first choice under the paraphrase: Grok 4.1 Fast, Llama 4 Maverick, GLM 4.7 FlashX and MiniMax M2.5. The negative framing returns no recommendation, so that column holds only what the answer argued against. Every cell is one row of responses.csv joined to labels.csv.

Models thirteen to fourteen

The first choice sits on the top line of each cell, the count of other products it named in gray below, and what it argued against in red.

MODEL	DIRECT	PARAPHRASE	COMPARATIVE	BUDGET	SCALE	NEGATIVE
GLM 4.7 FlashX	HubSpot CRM +2	HubSpot CRM +4	Salesflare +5 Pipedrive	HubSpot CRM, Zoho CRM +2		HubSpot Sales Hub +4
 MiniMax M2.5	HubSpot CRM +2	HubSpot CRM +4	HubSpot CRM, Pipedrive +3 Salesforce Sales Cloud	Bigin by Zoho, Less Annoying CRM +3	+6 Microsoft Dynamics 365 Sales +1	ActiveCampaign +5

Four of twelve models held their first choice under the paraphrase: Grok 4.1 Fast, Llama 4 Maverick, GLM 4.7 FlashX and MiniMax M2.5. The negative framing returns no recommendation, so that column holds only what the answer argued against. Every cell is one row of responses.csv joined to labels.csv.

MID-MARKET · THE STANDING

ASKED OF ALL EIGHTEEN MODELS, BOTH TIERS

HubSpot CRM leads at 42%

Of 73 first choices across the direct, paraphrase, budget and scale prompts, over eighteen models, asked on behalf of a mid-market B2B company. The column names the tier that named each product; the two tiers are read separately on their own page.

PRODUCT	NAMED BY	SHARE	NEGATIVE LABELS
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■ ENDORSED LEADER

Leads both tiers: 41% of the standard twelve, 45% of the flagship six.

01	 HubSpot CRM	BOTH TIERS		42%	17%	81
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■ ACCEPTED CHALLENGER

Named, below the leader, and not argued against at scale.

02	 HubSpot Sales Hub	BOTH TIERS		19%	0%	17
03	 Zoho CRM	BOTH TIERS		10%	14%	79
05	 Bigin by Zoho	BOTH TIERS		7%	0%	11
06	 Pipedrive	BOTH TIERS		1%	15%	65
07	 Freshsales	BOTH TIERS		1%	9%	43
08	 Less Annoying CRM	BOTH TIERS		1%	0%	12
09	 Nutshell	BOTH TIERS		1%	0%	12
10	 Salesflare	BOTH TIERS		1%	0%	10
11	 Microsoft Dynamics 365 Sales	BOTH TIERS		0%	9%	45
12	 Close	BOTH TIERS		0%	7%	15

□ CRITICIZED CHALLENGER

More than a quarter of their labels in this segment were negative.

04	 Salesforce Sales Cloud	BOTH TIERS		10%	30%	77
13	 Bitrix24	BOTH TIERS		0%	25%	12

Share is the count of first choices over all eighteen models. Every product with at least ten labels is listed; the rest are in standing.csv. The quadrant is the band, so it is stated once per band rather than once per row.

MOVEMENT

This is the first edition, so no change can be computed. From the next edition this block carries the move against the noise floor.

MID-MARKET · WHAT THEY WARNED ABOUT

FOUR PRODUCTS, EIGHTEEN MODELS

The leader at another segment is argued against here

A high negative share on a product with few labels is a warning; a low share on a product with many is salience, not sentiment. Each quote is the judge’s evidence for one label, with the model and the framing it came from.

 **Salesforce Sales Cloud**

23 of 77 labels negative · 16 of 18 models

30%

“Don't buy Salesforce unless you're an enterprise with admin expertise and budget for the true TCO.”

DEEPSEEK V4 FLASH · NEGATIVE PROMPT · STANDARD

 **HubSpot CRM**

14 of 81 labels negative · 12 of 18 models

17%

“CRMs to Approach with High Caution... HubSpot: Tops lists with 300+ negative G2 reviews (capped), Risk Score 100/100”

GROK 4.1 FAST · NEGATIVE PROMPT · STANDARD

 **Zoho CRM**

11 of 79 labels negative · 11 of 18 models

14%

“Zoho CRM: 300+ negative G2 reviews... Affordable but frustrating for growing teams.”

GROK 4.1 FAST · NEGATIVE PROMPT · STANDARD

 **Pipedrive**

10 of 65 labels negative · 7 of 18 models

15%

“Pipedrive does one thing well — visual pipeline management — with no marketing suite ... you'll likely outgrow them”

CLAUDE OPUS 5 · DIRECT PROMPT · EXPANDED

The four products with the most negative labels in this segment. Every label and its evidence is in labels.csv, filtered to this category and segment.

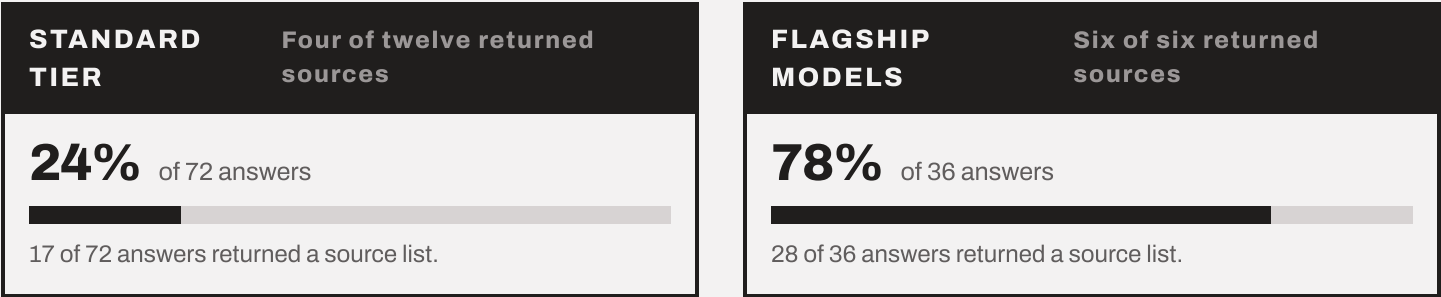
Each quote is the judge’s evidence for one label, verbatim, with the model and the framing it came from and the tier the model belongs to. A quote without an attribution does not render.

MID-MARKET · WHAT THEY CITE

TEN OF EIGHTEEN MODELS RETURNED SOURCES

45 of 108 answers came back with a source list

Only a model with a search tool can return a source list. The two tiers differ in how many of them do, so the rate is stated per tier rather than pooled over eighteen.



SITES NAMED IN THE MOST ANSWERS	ANSWERS
hubspot.com	19
salesforce.com	16
monday.com	13
nutshell.com	13
blog.salesflare.com	12
g2.com	8
techradar.com	8
forbes.com	8

Bars are answers, 0 to 45. A site cited twice in one answer counts once here; the cite count is in responses.csv.

PAGES	ANSWERS
monday.com /blog/crm-and-sales/crm-software	6
nutshell.com /blog/best-b2b-crm-software	6
pcmag.com /picks/the-best-crm-software	6
blog.salesflare.com /best-b2b-crm	5
blog.salesflare.com /compare-salesforce-zoho-hubspot-pipedrive	5
hubspot.com /comparisons/best-crm	5

The domain is set on its own line and the path below it, so a long URL breaks at a sensible point instead of mid-word.

MID-MARKET · HOW THEY ANSWERED

EIGHTEEN MODELS, SIX FRAMINGS

Standard tier, models one to five

The first choice sits on the top line of each cell, the count of other products it named in gray below, and what it argued against in red.

MODEL	DIRECT	PARAPHRASE	COMPARATIVE	BUDGET	SCALE	NEGATIVE
 Claude Haiku 4.5 STANDARD		Salesforce Sales Cloud		HubSpot CRM, Zoho CRM		
 GPT-5.4 mini STANDARD	HubSpot Sales Hub, Salesforce Sales Cloud +1	HubSpot CRM +2 Salesforce Sales Cloud	HubSpot CRM, Salesforce Sales Cloud +3	HubSpot CRM +4		
 Gemini 3.5 Flash STANDARD	HubSpot CRM +3	HubSpot Sales Hub +3	Salesforce Sales Cloud +4	Bigin by Zoho, Zoho CRM +4 Odoo +2	HubSpot CRM, Salesforce Sales Cloud +1	Act! +10
 Perplexity Sonar STANDARD	HubSpot Sales Hub +4	HubSpot CRM +4		HubSpot CRM +3		
Grok 4.1 Fast STANDARD	HubSpot CRM, Pipedrive +3 Salesforce Sales Cloud	HubSpot CRM +3 Salesforce Sales Cloud	+4	Zoho CRM +3 Pipedrive	HubSpot CRM, Salesforce Sales Cloud +2	Bitrix24 +6

The standard twelve and the flagship six are listed in tier order. Ten of eighteen models held their first choice under the paraphrase; each model's direct and paraphrase first choices are in the cells above. The negative framing returns no recommendation, so that column holds only what the answer argued against. Every cell is one row of responses.csv joined to labels.csv.

Standard tier, models seven to eleven

The first choice sits on the top line of each cell, the count of other products it named in gray below, and what it argued against in red.

MODEL	DIRECT	PARAPHRASE	COMPARATIVE	BUDGET	SCALE	NEGATIVE
 Mistral Small STANDARD	HubSpot Sales Hub +3 Salesforce Sales Cloud	Salesflare +5	Salesforce Sales Cloud +9	Zoho CRM +3 HubSpot CRM		HubSpot CRM +2
 DeepSeek V4 Flash STANDARD	HubSpot CRM +4 Salesforce Sales Cloud	HubSpot CRM +3 Salesforce Sales Cloud	+8	HubSpot CRM +4	Dynamics 365, HubSpot CRM, Salesforce Sales Cloud +1	Bitrix24 +5
 Llama 4 Maverick STANDARD	Coevera +3	Coevera		Nutshell +4		
 Qwen 3.7 Flash STANDARD	HubSpot Sales Hub +7	HubSpot CRM, HubSpot Sales Hub +5	+6	HubSpot CRM +3 AgileCRM		Act! +6
 Kimi K2 STANDARD	HubSpot Sales Hub +4 Salesforce Sales Cloud	HubSpot Sales Hub +3	+5	Freshsales, Zoho CRM +1 HubSpot CRM	HubSpot CRM, Salesforce Pro Suite +1	HubSpot CRM +4

The standard twelve and the flagship six are listed in tier order. Ten of eighteen models held their first choice under the paraphrase; each model's direct and paraphrase first choices are in the cells above. The negative framing returns no recommendation, so that column holds only what the answer argued against. Every cell is one row of responses.csv joined to labels.csv.

Models thirteen to eighteen

The first choice sits on the top line of each cell, the count of other products it named in gray below, and what it argued against in red.

MODEL	DIRECT	PARAPHRASE	COMPARATIVE	BUDGET	SCALE	NEGATIVE
GLM 4.7 FlashX STANDARD	HubSpot CRM +7	HubSpot CRM +4	+8	HubSpot CRM +4		HubSpot CRM +2
 MiniMax M2.5 STANDARD	HubSpot Sales Hub +3	HubSpot CRM, Salesforce Sales Cloud		Begin by Zoho, Less Annoying CRM +3		Close +8
A Claude Opus 5 FLAGSHIP	HubSpot CRM +1 Freshsales +1	HubSpot CRM +1 Pipedrive +1	+8	Begin by Zoho +3 Capsule CRM +2		HubSpot CRM +3
A Claude Opus 4.8 FLAGSHIP	HubSpot CRM +2	HubSpot CRM +3	+6	HubSpot CRM, Zoho CRM +2		Salesforce Sales Cloud
 GPT-6 Astra FLAGSHIP	Salesforce Sales Cloud +1	HubSpot Sales Hub +2		Zoho CRM +3		HubSpot CRM +4
 GPT-5.6 Sol FLAGSHIP	HubSpot Sales Hub +3	HubSpot Sales Hub +4	+7	Begin by Zoho +3 Pipedrive		HubSpot CRM +5

The standard twelve and the flagship six are listed in tier order. Ten of eighteen models held their first choice under the paraphrase; each model's direct and paraphrase first choices are in the cells above. The negative framing returns no recommendation, so that column holds only what the answer argued against. Every cell is one row of responses.csv joined to labels.csv.

Flagship tier, two models

The first choice sits on the top line of each cell, the count of other products it named in gray below, and what it argued against in red.

MODEL	DIRECT	PARAPHRASE	COMPARATIVE	BUDGET	SCALE	NEGATIVE
◆ Gemini 3.1 Pro FLAGSHIP	HubSpot CRM +2	HubSpot CRM +2		HubSpot CRM +5	HubSpot CRM, Salesforce Sales Cloud +1	Act! +8
✱ Perplexity Sonar Pro FLAGSHIP	HubSpot Sales Hub +3 Salesforce Sales Cloud	HubSpot Sales Hub +4		Begin by Zoho, HubSpot CRM +3		

The standard twelve and the flagship six are listed in tier order. Ten of eighteen models held their first choice under the paraphrase; each model's direct and paraphrase first choices are in the cells above. The negative framing returns no recommendation, so that column holds only what the answer argued against. Every cell is one row of responses.csv joined to labels.csv.

ENTERPRISE · THE STANDING

ASKED OF THE STANDARD TWELVE MODELS

The leader changes: Salesforce Sales Cloud at 58%

Of 43 first choices across the direct, paraphrase, budget and scale prompts, over twelve models, asked on behalf of an enterprise B2B company.

PRODUCT		SHARE		NEGATIVE LABELS	
■ ENDORSED LEADER		Above the 40% line, with a negative rate under a quarter.			
01	 Salesforce Sales Cloud		58%	19%	62
■ ACCEPTED CHALLENGER		Named, below the leader, and not argued against at scale.			
02	 Microsoft Dynamics 365 Sales		19%	6%	54
03	 Creatio		5%	6%	17
04	 HubSpot Sales Hub		5%	22%	18
06	 SAP Sales Cloud		0%	20%	25
07	 Oracle Sales		0%	20%	15
09	 SugarCRM		0%	20%	10
□ CRITICIZED CHALLENGER		More than a quarter of their labels in this segment were negative.			
05	 Zoho CRM		5%	50%	32
08	 HubSpot CRM		0%	37%	38
10	 Pipedrive		0%	75%	16

Share is the count of first choices over all twelve models. Every product with at least ten labels is listed; the rest are in standing.csv. The quadrant is the band, so it is stated once per band rather than once per row.

MOVEMENT

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ENTERPRISE · WHAT THEY WARNED ABOUT

FOUR PRODUCTS, TWELVE MODELS

The leader at another segment is argued against here

A high negative share on a product with few labels is a warning; a low share on a product with many is salience, not sentiment. Each quote is the judge’s evidence for one label, with the model and the framing it came from.

 Pipedrive	12 of 16 labels negative · 9 of 12 models	75%
“Better suited for SMB and mid-market \u2014 generally not recommended for complex enterprise deployments.” DEEPSEEK V4 FLASH · DIRECT PROMPT · STANDARD		
 Salesforce Sales Cloud	12 of 62 labels negative · 9 of 12 models	19%
“Avoid Salesforce unless you need enterprise-grade customization that justifies unpredictable scaling costs” QWEN 3.7 FLASH · BUDGET PROMPT · STANDARD		
 HubSpot CRM	14 of 38 labels negative · 9 of 12 models	37%
“Avoid or be cautious with SMB/mid-market-focused CRMs... Lacks depth in advanced sales ops, territory management, and compliance for 100+ users” GROK 4.1 FAST · NEGATIVE PROMPT · STANDARD		
 Zoho CRM	16 of 32 labels negative · 8 of 12 models	50%
“performance degrades at 50+ users or millions of records... thinner compliance... create risks” GROK 4.1 FAST · NEGATIVE PROMPT · STANDARD		

The four products with the most negative labels in this segment.
Every label and its evidence is in labels.csv, filtered to this category and segment.

Each quote is the judge’s evidence for one label, verbatim, with the model and the framing it came from and the tier the model belongs to. A quote without an attribution does not render.

ENTERPRISE · WHAT THEY CITE

FOUR OF TWELVE MODELS RETURNED SOURCES

18 of 72 answers came back with a source list

Citations where the model returns them, or the search results it consulted. Only a model with a search tool can return a source list, so these counts are drawn from four of the twelve and are not a share of all 72 answers.

SITES NAMED IN THE MOST ANSWERS	ANSWERS	PAGES	ANSWERS
ventureharbour.com	5	ventureharbour.com	5
larksuite.com	5	/best-enterprise-crm-software-solutions	
nutshell.com	5	articsledge.com	3
salesforce.com	4	/post/enterprise-crm-software	
g2.com	4	bitrix24.com	3
articsledge.com	3	/articles/top-15-enterprise-crm-software-in-2021.php	
bitrix24.com	3	clarity-ventures.com	3
clarity-ventures.com	3	/ecommerce-integrations/crm-enterprise-solutions-software	
		clarify.ai	2
		/blog/best-crms-for-b2b-sales-teams	
		clay.com	2
		/guides/best/crm-b2b-sales	

Bars are answers, 0 to 18. A site cited twice in one answer counts once here; the cite count is in responses.csv.

The domain is set on its own line and the path below it, so a long URL breaks at a sensible point instead of mid-word.

WHICH MODELS CITE

The source lists came from Claude Haiku 4.5, Perplexity Sonar, Gemini 3.5 Flash and GPT-5.4 mini. The other eight models answered without returning one, so a site count here is a property of the tools, not of the field.

ENTERPRISE · HOW THEY ANSWERED

TWELVE MODELS, SIX FRAMINGS

Models one to five

The first choice sits on the top line of each cell, the count of other products it named in gray below, and what it argued against in red.

MODEL	DIRECT	PARAPHRASE	COMPARATIVE	BUDGET	SCALE	NEGATIVE
A Claude Haiku 4.5	Salesforce Sales Cloud +4	Salesforce Sales Cloud +3	+3	+3		Oracle's on Demand CRM +2
GPT-5.4 mini	Salesforce Sales Cloud +2 HubSpot CRM	Salesforce Sales Cloud +2	Salesforce Sales/Service Cloud +7	Microsoft Dynamics 365 Sales +1 HubSpot CRM		
Gemini 3.5 Flash	Salesforce Sales Cloud +3 Oracle Advertising and CX +1	Salesforce Sales Cloud +2 Oracle CX +1	Salesforce Sales Cloud +5	Creatio +3 HubSpot CRM +2	Salesforce Sales Cloud +2 Oracle CX +1	Airtable +12
Perplexity Sonar	Salesforce Sales Cloud +1 HubSpot Sales Hub +1	Salesforce Sales Cloud +1 HubSpot Sales Hub	Salesforce Sales Cloud +6	Microsoft Dynamics 365 Sales +1 Salesforce Sales Cloud		Bitrix24 +8
Grok 4.1 Fast	Salesforce Sales Cloud +2 Oracle CX +3	Salesforce Sales Cloud +2 HubSpot CRM +1	Salesforce Sales Cloud +4 Creatio +4	Microsoft Dynamics 365 Sales +3 Bitrix24 +3	Salesforce Sales Cloud +2	Bitrix24 +3

Eight of twelve models held their first choice under the paraphrase: Claude Haiku 4.5, GPT-5.4 mini, Gemini 3.5 Flash, Perplexity Sonar, Grok 4.1 Fast, Qwen 3.7 Flash, GLM 4.7 FlashX and MiniMax M2.5. The negative framing returns no recommendation, so that column holds only what the answer argued against. Every cell is one row of responses.csv joined to labels.csv.

Models seven to ten

The first choice sits on the top line of each cell, the count of other products it named in gray below, and what it argued against in red.

MODEL	DIRECT	PARAPHRASE	COMPARATIVE	BUDGET	SCALE	NEGATIVE
 Mistral Small	Salesforce Sales Cloud +4	Microsoft Dynamics 365 Customer Engagement +3	Salesforce Sales Cloud +5 Pipedrive	Conduyt +2 HubSpot Sales Hub +1		HubSpot CRM +3
 DeepSeek V4 Flash	Microsoft Dynamics 365 Sales, Salesforce Sales Cloud +1 Freshsales +3	Salesforce Sales Cloud +1 HubSpot Sales Hub +2	Salesforce Sales Cloud +5	Microsoft Dynamics 365 Sales +1 HubSpot CRM +1	Microsoft Dynamics 365 Sales, Salesforce Sales Cloud HubSpot CRM +1	HubSpot CRM +7
 Llama 4 Maverick	Salesforce Sales Cloud, Zoho CRM +2	HubSpot Sales Hub, Salesforce Sales Cloud		Creatio +3	HubSpot Sales Hub +3	
 Qwen 3.7 Flash	Salesforce Sales Cloud +2	Salesforce Sales Cloud +3	Salesforce Sales Cloud +2 Zoho CRM	Zoho CRM +2 Salesforce Sales Cloud		Copper +5

Eight of twelve models held their first choice under the paraphrase: Claude Haiku 4.5, GPT-5.4 mini, Gemini 3.5 Flash, Perplexity Sonar, Grok 4.1 Fast, Qwen 3.7 Flash, GLM 4.7 FlashX and MiniMax M2.5. The negative framing returns no recommendation, so that column holds only what the answer argued against. Every cell is one row of responses.csv joined to labels.csv.

Models thirteen to fifteen

The first choice sits on the top line of each cell, the count of other products it named in gray below, and what it argued against in red.

MODEL	DIRECT	PARAPHRASE	COMPARATIVE	BUDGET	SCALE	NEGATIVE
 Kimi K2	Salesforce Sales Cloud +2	Salesforce Sales Cloud Enterprise/Un limited +1	Salesforce Sales Cloud +3 SAP Sales Cloud	Microsoft Dynamics 365 Sales +4 Salesforce Sales Cloud		Close +4
GLM 4.7 FlashX	Salesforce Sales Cloud +2 Oracle CX +1	Salesforce Sales Cloud +1	Salesforce Sales Cloud +4	GoHighLevel +1		Capsule CRM +6
 MiniMax M2.5	Salesforce Sales Cloud +1 Close +1	Salesforce Sales Cloud +3	Salesforce Sales Cloud +5	Microsoft Dynamics 365 Sales +2 Conduyt +2		

Eight of twelve models held their first choice under the paraphrase: Claude Haiku 4.5, GPT-5.4 mini, Gemini 3.5 Flash, Perplexity Sonar, Grok 4.1 Fast, Qwen 3.7 Flash, GLM 4.7 FlashX and MiniMax M2.5. The negative framing returns no recommendation, so that column holds only what the answer argued against. Every cell is one row of responses.csv joined to labels.csv.

METHOD, IN BRIEF

THE FULL METHOD IS AT [GTM-AI-INDEX.COM/METHODOLOGY](https://gtm-ai-index.com/methodology)

How this report was made

The run

Every model in the tier was asked the same six framings of the buying question for each buyer segment, in a fresh session with web search on. No model was told about the index, and no answer was retried.

The judge

One model, Claude Opus 5, labels every product named in every answer against the same rubric, and attaches the sentence it was named in. Share counts first choices only, across the direct, paraphrase, budget and scale prompts.

The vendor table

A versioned map from the names a judge wrote to canonical products, with category-scoped readings and exclusions. This report was scored under v2026-09-16.3, and a category is a clear leader when the top share exceeds 40%, consensus when every model made the same product its sole first choice on the direct prompt, and contested otherwise.

The framings

Direct, paraphrase, comparative, budget-constrained, scale-constrained and negative. The paraphrase is the same question reworded; the negative asks what to avoid and returns no recommendation.

The noise floor

A calibration repeat asks the same prompts again with nothing changed. On the latest repeat, 66% of first choices changed; the floor for a category leader's share is 10 points. No move between editions is called a move unless it clears that floor.

What this is not

Nothing here is a recommendation by the index. It is a measurement of what these models said when asked, in this edition, under this vendor table.

THE TWO REPORTS

Standard Edition Pack

The twelve standard models, at all three buyer segments. Its standing is the public index's standing, computed the same way, so every figure can be checked against the site.

Expanded Edition Pack

The same twelve plus six flagship models. Each tier is computed on its own models; a combined eighteen-model standing appears only where the report says so, and never on the public site.

Every folio and cross-reference is derived from one page map, so the extent follows the content: one page per section, and the how-they-answered matrix paginated at six models a page. This report runs to 24 pages. Type is set in CSS pixels at ninety-six to the inch, so a 12px table cell prints at 9pt and nothing in the report is smaller.

CITE THIS EDITION

GTM AI Recommendation Index, September 2026 Edition, CRM. gtm-ai-index.com. Scored under vendor table v2026-09-16.3. Published under CC BY 4.0.

THE FILES BEHIND IT

standing.csv, labels.csv, responses.csv, prompts.csv, models.csv and index.sqlite, with the data dictionary in README.md.