What Agentic CRM is

The add-on that gives every rep personal outreach sequences, what it includes, what it costs, and where to find it.

Agentic CRM is an add-on to the Gorilla Dash CRM that is switched on per **tribe** (a tribe is one location, branch or business unit inside your organisation). It gives every team member in that tribe **sequences**: personal, multi-step outreach that follows up a contact for them, step by step, until the contact answers.

What is included

- **Sequences.** A sequence is a planned run of touches for one contact - emails from the rep's own mailbox, text messages from the tribe's number, and call, LinkedIn and to-do tasks - each a set number of days after the last. Your organisation builds sequences and shares them with tribes, and a tribe can build its own.
- **Every message written for the contact before it goes.** When a rep starts a sequence they see every step filled in for that person and can change any of them.
- **It stops the moment the contact replies.** A reply, a booked meeting or a new opportunity pauses the sequence and hands the conversation to the rep.
- **Dedicated training.** Gorilla Dash support trains you and your team on running sequences well. Contact support to schedule a session.
- **AI assistant (coming soon).** An assistant that triages the mailbox, drafts replies and keeps the CRM up to date will be included in the package when it ships.

What it costs

Agentic CRM is **$50 per tribe, per month**. That is one price for the whole tribe: every team member is included, however many reps you add. An organisation can instead enable it for every tribe at once at **$35 per active tribe, per month**, which is 30% less than tribes pay on their own. Either way nothing is charged on the day you switch it on; the fee is billed with your monthly usage at the end of each month.

> **FIRST BILLABLE MONTH**
> Agentic CRM fees begin with October 2026. A tribe that switches it on before then uses it at no charge until the October fee is billed.

Where to find it

- On the tribe CRM dashboard, a strip across the top offers **Activate Agentic CRM** until the tribe has it.
- In the tribe CRM menu, **Sequences** sits under Activity. Until Agentic CRM is on, that page explains the add-on and offers to activate it.
- On any contact, the **Start sequence** button, the Sequences card on the Automations tab, and the AI Record tab open the same offer.
- Once it is on, those places show the sequences themselves.

Who can do what

	Organisation	Tribe
Build sequences	Yes, and share them with all or selected tribes	Yes, for its own use
Copy a sequence	Copy a tribe's sequence up as an organisation template	Copy a shared organisation sequence to edit its own version
Start a sequence for a contact	No - contacts are worked in the tribe	Yes, any team member with access to the CRM
Switch Agentic CRM on	For every tribe at once	For itself