

MCP SERVER

NO CODE

CLOUD HOSTED

Zendesk Sell MCP

Manage your entire sales pipeline via conversation.

Zendesk Sell connects your AI agent directly to the Zendesk Sell CRM, letting you manage sales leads, contacts, and deals via conversation. Instead of logging into a dashboard, you talk to your CRM. You can list all prospects or update an opportunity's status in real-time. This MCP gives your agent full control over your entire sales pipeline—from initial lead capture through deal closure.

A+ Quality Score 100/100

pipeline-management

sales-crm

lead-tracking

deal-management

contact-management

sales-productivity



The connectivity layer between AI and the world's software.



Vinkius sits between AI and every application. All communication passes through Vinkius Cloud via the Model Context Protocol (MCP) — with governance, observability, and security at every layer.

Your AI Connections Run Through Vinkius Cloud

The world's largest
managed MCP catalog

Vinkius is the connectivity layer where AI connects to the software your business already runs. We handle the hosting, the security, the credentials, the uptime — you get agents that actually do things.

We operate the world's largest managed MCP catalog. Major SaaS platforms, CRMs, databases, and cloud providers — running, monitored, production-ready. This MCP server is hosted and maintained by the Vinkius Cloud for AI Agents.

The agent doesn't manage credentials, doesn't manage uptime, doesn't manage security. Vinkius does.

— Architecture principle

Four Pillars of the Vinkius Runtime

01 — Security by design

Credentials stay encrypted at rest via AES-256. The AI agent never touches raw keys — they're injected into a sandboxed V8 isolate at runtime. Actions are logged, and connections have an emergency kill switch.

03 — Deterministic observability

Eight immutable metrics per endpoint: request volume, p95 latency, error rate, active connections, cost attribution. A live payload feed logs every tool call with mutation detection.

02 — Built on MCP Fusion

This MCP server was built with **MCP Fusion**, the open-source framework (Apache 2.0) that powers the entire Vinkius catalog. Schema-as-firewall strips undeclared fields, compiled PII redaction runs at zero overhead, and cryptographic lockfiles produce git-diffable audit trails.

04 — Autonomous operations

Servers are deployed, monitored, and patched autonomously. New capabilities and security patches ship weekly. Zero-downtime deployments ensure continuous availability across all managed MCP servers.

AES-256

Encryption at rest

Ed25519

PKI vault signatures

24h TTL

Ephemeral session keys

V8 Isolate

Sandboxed execution

One Token. Instant Access.

Every MCP server on Vinkius is accessed through a **Connection Token**. Tokens are generated in the cloud dashboard and produce a unique MCP endpoint URL. Paste this URL into any MCP-compatible client — no SDK required.

A single token can serve **multiple AI clients simultaneously**, or you can issue separate tokens per client for granular access control. Each token tracks its own request count, last activity timestamp, and can be individually enabled or revoked.

MCP ENDPOINT

`https://edge.vinkius.com/{token}/mcp`

Claude



Cursor



VS Code



Windsurf



Grok



Gemini

Security Is the Architecture

Security in Vinkius is not a feature — it's the foundation of the runtime. The gateway enforces multiple independent protection layers between AI agents and third-party APIs.

01 — Ed25519 PKI Vault

Every workspace has an Ed25519 Master Key. Session keys are generated ephemerally (24h TTL) and signed by the Master Key. Credentials never leave the vault boundary.

02 — V8 Isolate Sandboxing

Tool code runs inside isolated-vm V8 isolates with 64 MB memory caps and per-request timeouts. No filesystem access, no network access except through the SSRF-guarded fetch bridge.

03 — SSRF Guard

All outbound HTTP requests are DNS-resolved and validated before execution. Private IP ranges (10.x, 172.16-31.x, 192.168.x, AWS metadata 169.254.x) are blocked at the network layer.

05 — Cryptographic Audit Trail

Every request is signed into a SHA-256 hash chain with Ed25519 signatures. Events form a tamper-proof, SIEM-exportable forensic record.

04 — DLP & PII Redaction

A ResponseGuard pipeline intercepts every tool response. Configurable redaction patterns strip sensitive fields (emails, SSNs, card numbers) before data reaches the AI agent.

06 — Honeypot Trap System

Phantom credentials are injected into isolated environments. If a honeypot is used outside Vinkius infrastructure, the server is quarantined instantly.

Emergency Kill Switch

EU AI Act Art. 14(1)
Compliant

The kill switch is an **emergency halt** mechanism — not a simple toggle. When triggered, it executes three actions atomically:

01 — Server deactivated

The MCP server is immediately taken offline across the entire cluster.

02 — All tokens revoked

Every connection token is invalidated. Total lockout — reconnection blocked until new tokens are issued.

03 — WebSocket connections killed

Active connections terminated via Redis pubsub broadcast. Propagates to every runtime node in the cluster.

Full Visibility. Zero Guesswork.

The Vinkius cloud dashboard includes a full MCP Governance suite — real-time analytics and security controls for production AI operations.

Control Plane

KPI dashboard with request volume, latency, success rate, token consumption, and AI-generated operational briefings.

FinOps

Cost tracking per tool, payload compression savings, budget optimization signals, and consumption trends.

Firewall & DLP

PII redaction activity, sensitive data protection counters, and security event timeline.

Agent Activity

Which AI clients are connecting, how often, and what they're doing — real-time session tracking.

Tool Health

Slowest and most error-prone tools, with actionable root-cause insights and performance baselines.

Incident Log

Error trends, failure rates, status-code breakdowns, and forensic audit trail access.

Get started at cloud.vinkius.com — connect your AI agent in under 60 seconds.

Zendesk Sell MCP

11 tools available
Cloud-hosted on Vinkius

Managing a sales pipeline used to mean endless clicks and jumping between tabs inside the Zendesk Sell dashboard. Now, you talk to your CRM instead. Your AI client connects directly to this MCP, giving it specific tools to interact with every part of your customer data. You can ask your agent to pull up all active leads or check the full history for a qualified contact before a call. Need to update an opportunity? Just tell your agent the new status and which deal needs changing. It updates the record instantly. If you spot unnecessary records, you can even tell it to delete them, keeping your data clean. This is what Vinkius built this MCP for: giving your AI agent hands-on access to make real changes in your sales process.

It's all about staying in conversation while keeping your CRM accurate and up to date.

Core Capabilities

01 — Identify prospects

You can list or retrieve information on both potential leads and qualified contacts.

03 — View detailed profiles

You pull up complete metadata for specific deals, contacts, or leads to review their full history.

05 — Maintain data hygiene

You can remove outdated leads, contacts, or deals from the system.

02 — Create new records

Your agent handles the creation of brand-new sales leads, people/organization contacts, and initial deal opportunities.

04 — Change deal status

The agent updates existing opportunities by changing their current stage (e.g., 'Won' or 'Lost').

One Click on Vinkius — From Prompt to Execution

Available at vinkius.com/mcp/zendesk-sell — connect your AI agent in three steps.

- 01 Subscribe to this MCP and provide your Zendesk Sell Personal Access Token.
- 02 Connect it to any MCP-compatible client like Claude or Cursor.
- 03 Ask your agent conversational questions, such as 'List all active deals for Acme Corp.' The agent executes the action and gives you the result.

The bottom line is that you manage your entire sales pipeline by talking to it, without ever having to log into the Zendesk Sell dashboard.

Built For

Sales reps who hate context switching. Managers who need a real-time view of pipeline health. Operations staff tasked with keeping massive CRMs clean and accurate.

Sales Representative

Uses the MCP to quickly update deal statuses or add notes about contacts immediately after client calls, without having to remember to log back into Zendesk.

Sales Manager

Asks the agent to pull a list of all deals that are stuck in one stage for too long, allowing them to spot pipeline bottlenecks instantly.

Operations Team Lead

Runs periodic checks with the MCP to identify and delete old, unnecessary leads or contacts, keeping the database clean and accurate.

What Changes When You Connect

- 01 Instant status updates: Instead of logging in to change a deal's stage, you simply ask your agent to update an existing deal, keeping the flow going without interruption. Tools like `update_existing_deal` make this possible.

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- 02** Data cleanup on demand: If you know you have old, irrelevant records cluttering your view, tell the MCP to delete them. This simple command ensures that leads and deals don't pile up with junk data.
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- 03** Full prospect visibility: You never have to guess where a lead stands again. Use `get_lead_details` or `list_sales_leads` to pull complete information on any potential customer, right when you need it.
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- 04** Effortless record creation: Capture new opportunities and contacts instantly. Whether using `create_new_lead` or `create_sales_contact`, the process of logging a name into your CRM happens in natural language.
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- 05** Comprehensive oversight: Need to know what's happening with all deals? Running `list_sales_deals` gives you an immediate, accurate snapshot of your entire pipeline health.
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Real-World Applications

A rep needs quick info before a call.

A sales representative is about to call Jane Doe. Instead of opening Zendesk Sell and searching for her profile, they ask their agent to use `get_sales_contact_details`. The agent immediately returns her full contact history and notes, so the rep starts the call informed.

An ops team needs to cleanse old data.

The operations team realizes they have hundreds of inactive leads. They ask their agent to run a cleanup process and use `delete_sales_deal` or `delete_sales_contact`, maintaining database hygiene with zero manual clicks.

A manager needs pipeline health visibility.

It's Friday afternoon. A sales manager asks their agent to use `list_sales_deals`. The agent pulls a list of every deal and flags any that haven't had a status change in over two weeks, allowing the manager to focus on stalled opportunities.

A rep wins the deal.

The conversation ends successfully. The representative tells the agent, 'Mark that as won.' The MCP uses `update_existing_deal` to change the status and record the win automatically, updating the core CRM data.

Patterns to Avoid

Trying to manually track relationships

X AVOID

The user tries to piece together a deal's history by only looking at contact details and then separately checking the deals list, leading to conflicting or incomplete data.

✓ INSTEAD

To get one complete view of everything related to a person, ask your agent to use ``get_sales_contact_details``. This pulls all connected information in one go.

Forgetting initial record creation

X AVOID

The user remembers the client name but manually forgets to create a corresponding deal entry because they are focused only on updating records.

✓ INSTEAD

Always ensure you use ``create_sales_deal`` when an opportunity is first identified. This links the new sales opportunity correctly to the contact.

Assuming data integrity

X AVOID

The user assumes that simply listing contacts means those records are active, and they proceed with a call only to find the account was already deleted.

✓ INSTEAD

Before acting on any record, verify its current status by running ``get_lead_details`` or ``list_sales_leads``. This confirms the data is still live.

The Right Fit

Use this MCP if your main pain point is keeping your Zendesk Sell CRM accurate and up-to-date while you're actively talking to clients. If you need to create, read, update, or delete core records—leads, contacts, or deals—conversationally, this is what you use. Don't use this if your primary goal is complex data analysis, like running pivot tables across six different fields or building custom reports that require filtering by date ranges not available in the API. For those analytical tasks, you need a dedicated BI tool connected to Zendesk Sell, not conversational automation.

The Pain of Context Switching

Today, moving one deal through your pipeline requires constant context switching. You get an email notification; you have to open the browser, log into Zendesk Sell, navigate to the correct contact record, find the specific deal associated with that person, and then manually change the status from 'Qualified' to 'Proposal Sent'. If you forget even one step or if your manager asks for a quick update, you waste time copying names and updating records across multiple tabs.

With this MCP, the process collapses into conversation. You simply tell your agent what needs doing—for example, 'Update the deal status for Acme Corp.' The system handles the login, navigation, field updates, and API calls in one seamless interaction. You get immediate confirmation that the record is accurately updated.

Zendesk Sell: Conversationally Managing Deals

You no longer have to manually navigate lists of prospects or deals. Instead of running searches and copying IDs, you ask the agent to use `list_sales_leads` or `get_deal_details`. The necessary data is pulled up instantly based on your natural language request.

The result is a direct action: You tell it what to do, and it executes the required API calls—whether that's creating a new lead via `create_new_lead` or updating an existing opportunity with `update_existing_deal`. Your CRM stays current while you stay focused on closing the deal.

Zendesk Sell: 11 Tools

These tools allow your AI client to perform every core operation needed for managing a modern sales pipeline in Zendesk Sell.

#	TOOL	DESCRIPTION
01	<code>list_sales_contacts</code>	This action retrieves a list of all qualified sales contacts in your account.
02	<code>create_sales_contact</code>	Use this to create a brand new person or organization contact record with detailed information.
03	<code>create_sales_deal</code>	This tool generates a new sales opportunity, linking it to an existing contact ID.
04	<code>create_new_lead</code>	Creates a totally new potential lead in your system using provided names or organization details.
05	<code>list_sales_deals</code>	Retrieves a list of all currently tracked sales opportunities and deals.
06	<code>delete_sales_deal</code>	Permanently removes an existing deal record from your account.
07	<code>get_sales_contact_details</code>	This action pulls up all available details for a specific contact you name.
08	<code>get_deal_details</code>	Retrieves the complete status and history for one specified sales deal.
09	<code>get_lead_details</code>	Pulls up all available information regarding a single, specific lead record.
10	<code>list_sales_leads</code>	Retrieves a comprehensive list of every current sales lead in your system.
11	<code>update_existing_deal</code>	Updates details, like status or notes, for an opportunity that already exists.

See It in Action

Real prompts you can use once this MCP is connected to your AI agent through Vinkius Cloud.

U List all active sales leads in my Zendesk Sell account.



I've retrieved your leads. You have 15 active leads, including 'John Smith' from 'Acme Corp' and 'Jane Doe' from 'Global Tech'. Would you like to see more details for any of them?

U Create a new deal named 'Enterprise License' for contact ID '98765'.



Successfully created the deal 'Enterprise License' for contact 98765. The new deal ID is '54321' and its initial status is 'Incoming'.

U Update the status of deal '54321' to 'Won'.



Successfully updated deal 54321. The status is now marked as 'Won' in your Zendesk Sell pipeline. Congratulations!

Frequently Asked Questions

01 How do I start using Zendesk Sell with my AI client?

You must first subscribe to this MCP and provide your personal access token. Once connected, any compatible client can use it immediately for sales tasks.

02 Can the Zendesk Sell MCP create a new lead?

Yes. You can use the `create_new_lead` tool to instantly add potential customer interest to your system using just names or organization details.

03 What if I need to view all my contacts?

Use the `list_sales_contacts` tool. It retrieves a comprehensive list of every qualified prospect currently in your Zendesk Sell account.

04 Does the MCP handle deal updates?

Absolutely. You can use `update_existing_deal` to change statuses or notes on an opportunity, ensuring that your sales pipeline reflects reality instantly.

05 Can I delete old records using this MCP?

Yes. The agent provides the tools needed to maintain data hygiene by running `delete_sales_deal` or removing contacts when they are no longer relevant.

Go Live in 60 Seconds

Get your connection token from cloud.vinkius.com, then paste the endpoint URL into any MCP-compatible client.

YOUR MCP ENDPOINT

```
https://edge.vinkius.com/[TOKEN]/mcp
```

CLIENT

WHERE TO CONFIGURE



Claude AI

Profile → Customize → Connectors → "+" → Add custom connector → Paste endpoint



Cursor

Settings → Features → MCP Servers → "+ Add New MCP Server" → Type: SSE → Paste endpoint



VS Code

Ctrl/Cmd+Shift+P → "MCP: Add Server" → add `"zendesk-sell": { "url": "..."`



Windsurf

MCP Settings → `mcp_settings.json` → Add endpoint URL



ChatGPT

Settings → Tools & plugins → Add MCP server → Paste endpoint



Gemini

Extensions → Add MCP Server → Paste endpoint URL

ASK AN AI ABOUT THIS

Let your preferred AI explain this MCP server



Ask ChatGPT



Ask Claude



Ask Perplexity



Ask Gemini



Ask Grok



READY TO CONNECT

Zendesk Sell is live on Vinkius Cloud.

Get your connection token, paste it into your AI agent, and start building. No SDK. No deployment. Just results.

[Start at cloud.vinkius.com](https://cloud.vinkius.com) →

vinkius.com · support@vinkius.com

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