# How to Future-Proof Your Sales Team

Before you invest in AI, make sure your sales team is set up for success. Introducing AI to employees who are ill-prepared can hinder rather than help them. According to a study by Upwork, 77% of employees believe AI has actually added to their workload.

AI should increase your sales team's productivity and help them operate more efficiently. Follow these steps to start your employees off on the right foot.

Step 1: Identify Opportunities for AI Assistance

☐ **Scheduling**
AI can work directly with clients to set up your team's schedule on their behalf — freeing up your team to perform higher-value sales work.

☐ **Data analysis**
Get insights that can inform sales forecasting, strategy, and processes by adding AI to your data analysis process.

☐ **Content management**
AI can take your sales content to the next level with capabilities like translation that diversifies your customer base and generation that accelerates your sales process.

☐ **Buyer questions**
Improve buyer enablement with AI chatbots that are trained using your internal data to respond to buyers' questions about your products with speed and accuracy.

☐ **Demo automation**
Build and adjust demos with AI to fit each buyer's needs, elevate your demo experience, and cut down your sales cycle by 30%.
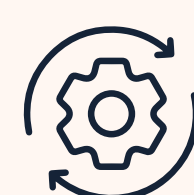
▼ **Pro tip:** Consensus offers your team an all-in-one, AI-powered solution that can handle content management, questions, analytics, and demos without burdening your team.

Step 2: Determine Your Team's AI Readiness

If your team isn't adaptable when you introduce AI, you could be throwing time and money out the window. Consider these factors before making your decision:

☐ **Ensure your team has available bandwidth**
Overloading an already busy sales team with learning how to use AI can lead to burnout, lack of adoption, and lost revenue — even if the end result is more efficiency.

☐ **Determine their technical familiarity**
Establishing your team's current baseline of AI knowledge can clarify if introducing AI will be an uphill battle or a surefire success.

☐ **Analyze your current data infrastructure**
AI relies on your team's product, workflow, and customer data to learn. Without this key element, AI may not offer the ROI you seek.

☐ **Establish overall necessity**
If your sales team is working efficiently and getting results, throwing AI into the mix may turn out to be an unhelpful disruption.

☐ **Encourage team buy-in**
Your team's willingness to use AI tools will determine how easily they adopt and how likely they are to benefit from these solutions.
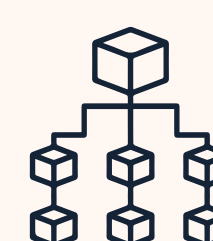
Step 3: Implement AI Into Your Sales Process

☐ **Find the right solution**
Shop around to find the best solution for your needs.

☐ **Work with IT to implement**
IT will understand how to best add AI into your workflow without disrupting your team.

☐ **Encourage and support adoption**
Answer questions, address concerns, and promote the benefits and use of AI with your team to optimize its utility.
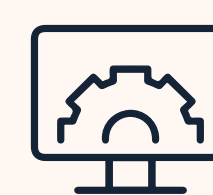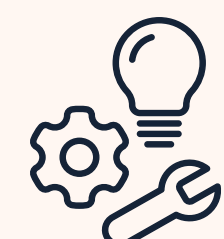
READY TO GET STARTED?

Talk to our experts today to discover how Consensus AI can boost your sales team's efficiency by streamlining your content creation process, enhancing your analytics capabilities, and dynamically customizing your demos.

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