



Three Steps to Boost Your Sales Process Using AI



AI is continuing to shape the sales landscape. As B2B sales become more difficult, sales teams look to AI to find a way to work at maximum efficiency and stay ahead of the competition. Follow these three steps to boost your sales process.

Step 1:

Identify areas where AI can improve your existing sales process.

- **Shorten long sales cycles by eliminating low-value tasks.** AI can be used to improve forecasting, enhance coaching, and analyze call recordings.
- **Better lead qualification.** Unqualified leads can hamper sales volume and clog your funnel with suboptimal opportunities. Combined with demo automation, AI can quickly identify leads that are more likely to convert based on contact behavior, stakeholder engagement, and data.
- **Identify and target stakeholders to engage.** As the number of stakeholders involved in each deal increases, it's becoming harder to know who to engage with. AI and other discovery analytics can identify who has the most influence in your buyer group.

Step 2:

Upgrade content creation for a hyper-personalized experience.

- **Update content based on real-world analytics.** Don't guess what your customers want to see. Let AI provide insights into what content is watched most and use that to make templates and update poor-performing content.
- **Remove tedious manual content creation tasks.** AI can automatically handle editing, refining, transcribing, and translating so you can focus on creating content to educate your buyers.
- **Search intelligently and dynamically.** Finding what you need in a sea of social proof, reviews, and quotes is difficult. Let AI help you cut through the clutter to find the exact content you need when you need it.

Step 3:

Enable buyers to do their own research.

- **Create a personalized buyer experience.** Buyers need you to guide them through the sales process. AI can scrutinize customer behavior to help you align what content they want to see for each stage.
- **Improve how customers conduct research.** Modern buyers want to do vendor research themselves. Using AI chatbots, you can help buyers find the answers and resources they need. Bonus if your reps use these details to inform future calls.