The Future is Now -
How Sales Leaders are Using AI to Improve Sales Performance

Speakers

Gerhard Gschwandtner
Founder and CEO
Selling Power

Darryl Praill
Chief Marketing Officer
VanillaSoft

Devin Reed
Content Strategy
Gong.io

VanillaSoft

www.vanillasoft.com

AI and Sales Engagement

Understanding AI

- **Artificial Intelligence (AI)** is the broader concept of machines being able to carry out tasks in a way that we would consider "smart."
- **Machine Learning (ML)** is a way to realize artificial intelligence or the application of it. ML is based on the idea that machines should be given access to data, allowing them to learn for themselves.

Apply AI to Sales Engagement

- Churn Prevention
- Dynamic Pricing
- Predictive Lead Scoring
- Customer Intelligence
- Influencer Discovery
- Next Best Action
- Sales Call Analytics

Function	Use Case	Description	Business Metrics	References	
Sales	Predictive sales	Use Artificial Intelligence to enable predictive sales. Score leads and prioritize sales rep actions...	• Cash flow • B2B sales	17	See Details
Sales	Sales data input automation	Automatically sync calendar, adressbook, emails, phone calls and messages of your salesforce to your...	• B2B sales	14	See Details
Sales	Lead generation	Generate leads for your sales reps leveraging databases and social networks	• Cash flow • B2B sales	10	See Details
Sales	Sales forecasting	Automatically forecast sales accurately based on all customer contacts and previous sales outcomes. ...	• B2B sales • B2C sales	8	See Details
Sales	Sales rep chat/email bot	Let 24/7 functioning, intelligent, self improving bots handle making initial contacts to leads. High...	• B2B sales • B2C sales	7	See Details
Sales	Customer sales contact analytics	Advanced analytics on all sales call data to uncover insights to increase sales effectiveness	• B2B sales	5	See Details
Sales	Sales call analytics	Advanced analytics on call data to uncover insights to increase sales effectiveness	• B2B sales	5	See Details
Sales	Sales rep response suggestions	Bots will listen in on agents' calls suggesting best practice answers to improve sales effectiveness	• B2B sales	5	See Details
Sales	Sales rep next action suggestions	Your sales reps actions and leads will be analyzed to suggest the next best action	• B2B sales	3	See Details

Use Case #1 — Build a Pipeline

- **Find the leads most likely to close.** Identify the people and accounts in your existing database that are most likely to close. This helps your sales reps prioritize the best revenue generation opportunities you already have available.
- **Find your total addressable market quickly.** Find the people you want to sell to, then provide accurate emails and phone numbers for them. Use predictive analytics to identify all the new contacts you should be working with but aren't.
- **Create lookalike sales opportunities.** Find your B2B audiences that look like your best or ideal customers

Use Case #2 — Close More

- **Engage and qualify leads automatically.** Automatically engage and qualify leads through email and chat. Handles interactions with leads, until they're ready for a conversation with a human sales rep
- **Predict lead conversions.** Forecast lead conversion and win rate predictions, so you can forecast pipeline success and act accordingly. Recommend top prospects that are most likely to close.
- **Predictively score leads.** Score every contact in your database with a custom model and know exactly who's most likely to buy.
- **Engage all of your leads.** Initiate contact with leads, reply intelligently, and give tailored responses, before passing off qualified opportunities to a human.

Use Case #3 — Automate & Augment Sales Activities

- **Automate data capture and busywork. I**ntelligently automate some of the most repetitive tasks your reps waste time on every day. That includes sending automatic notifications and insights about buying signals, automating data capture for leads, and streamlining forecasting.
- **Replicate the success of your best reps. C**apture all of your sales conversations, including phone calls and emails, then uses artificial intelligence to analyze what makes these conversations successful.

Caveat Emptor

Manage your expectations!

- AI requires massive data sets.
- Most people will not have enough data to learn from.
- Industry-wide datasets probably won't apply to you, or will lead to false-positives.

- Solid algorithms and lead routing goes a long way.

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www.vanillasoft.com

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sales-engagement-buyers-guide-pillar

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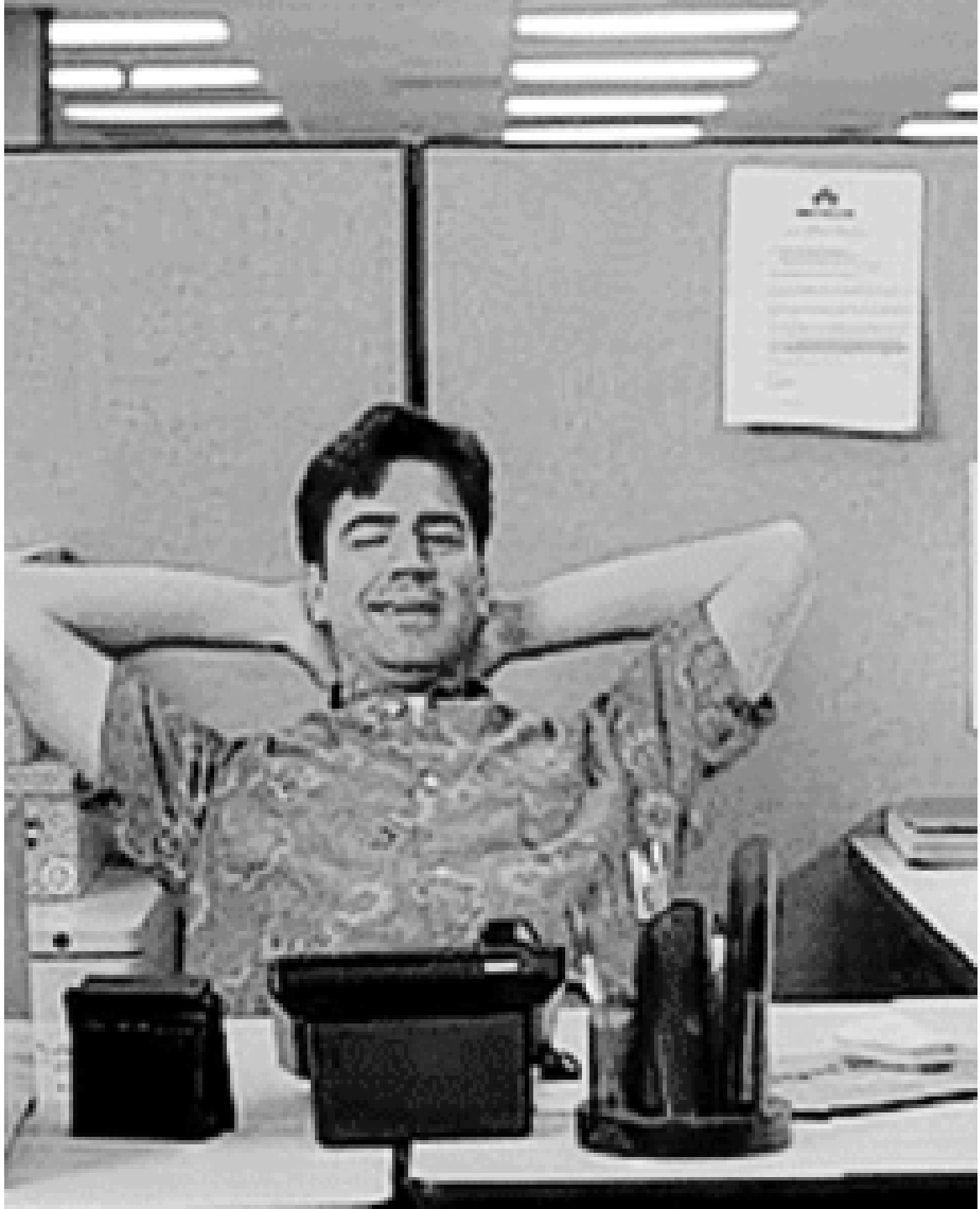
3 Ways A.I. Improves Sales Performance

#1

Makes reps more productive

Problem: Sellers only spend ~34% of their time selling

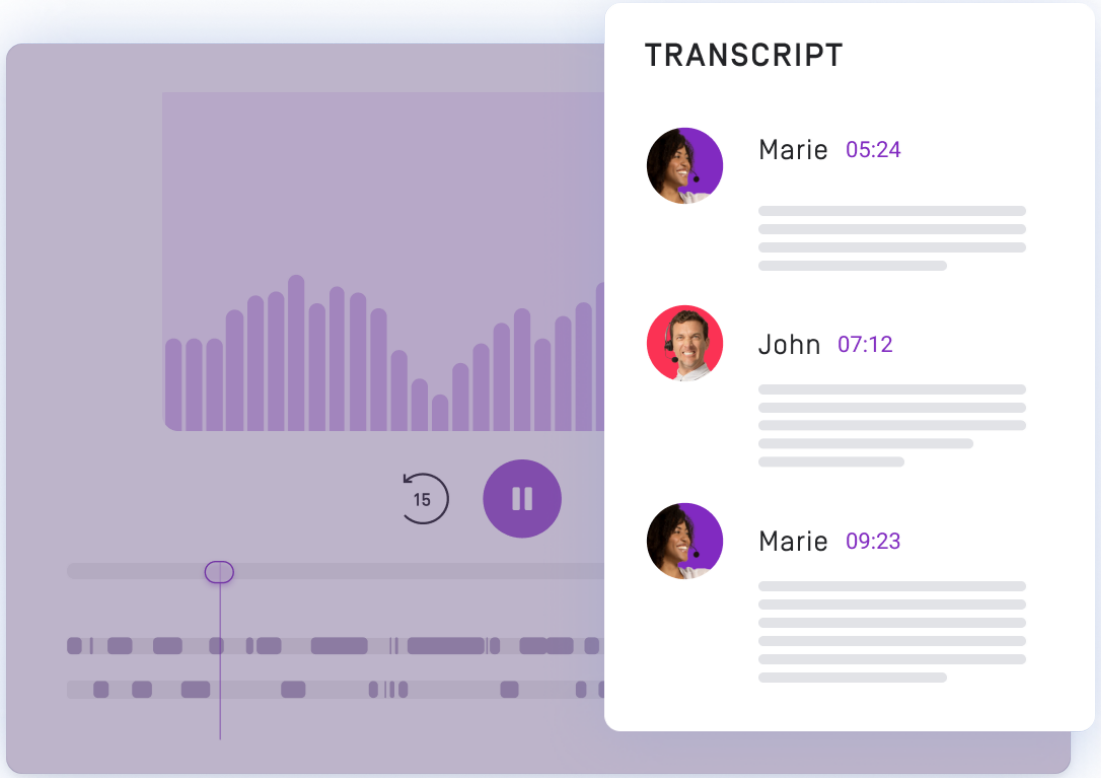
— Salesforce.com



Goal

Remove admin and busy work

- Less time taking notes
- Shortens follow up time
- Automates CRM updates



Result

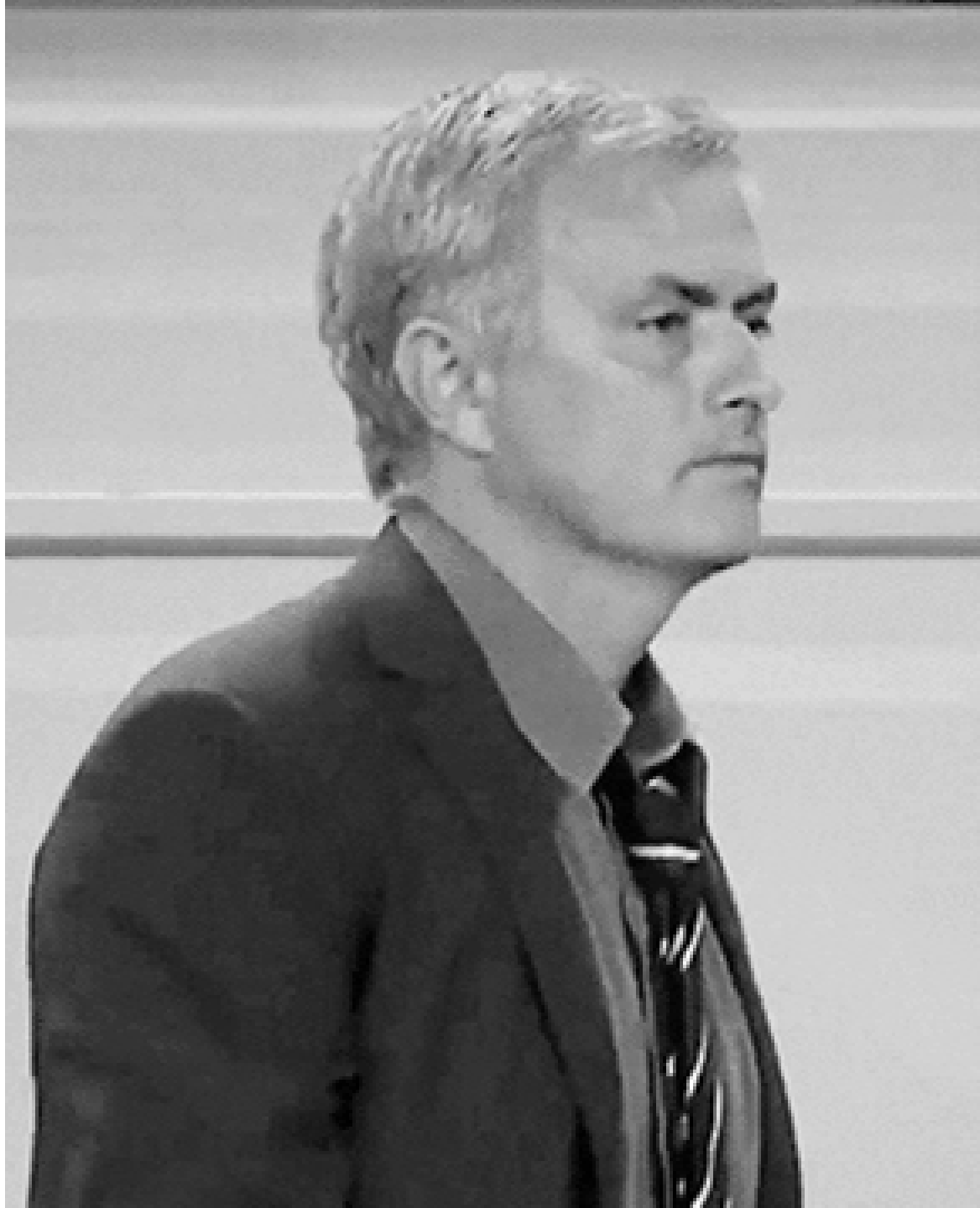
More time selling!

What could you do with
1 extra hour per day?

#2

Improves sales skills

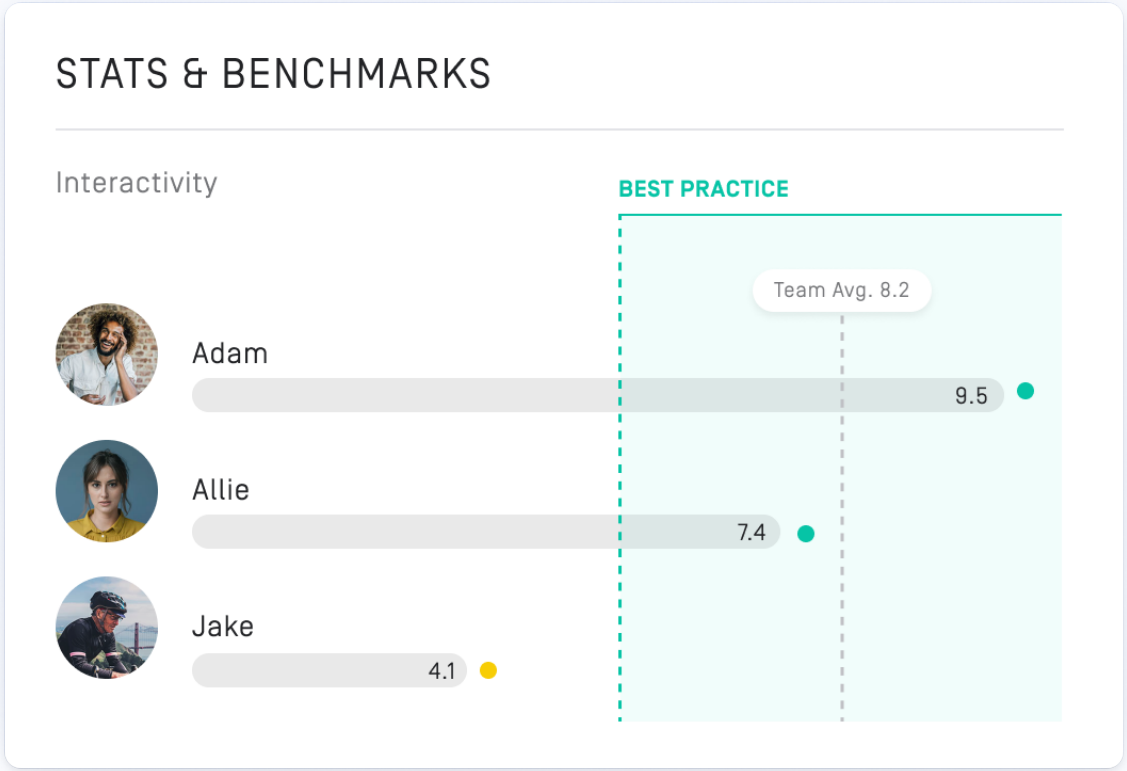
Problem: Sales coaching is ineffective because it’s mistimed and misdirected



Goal

ID skill gaps and track improvement

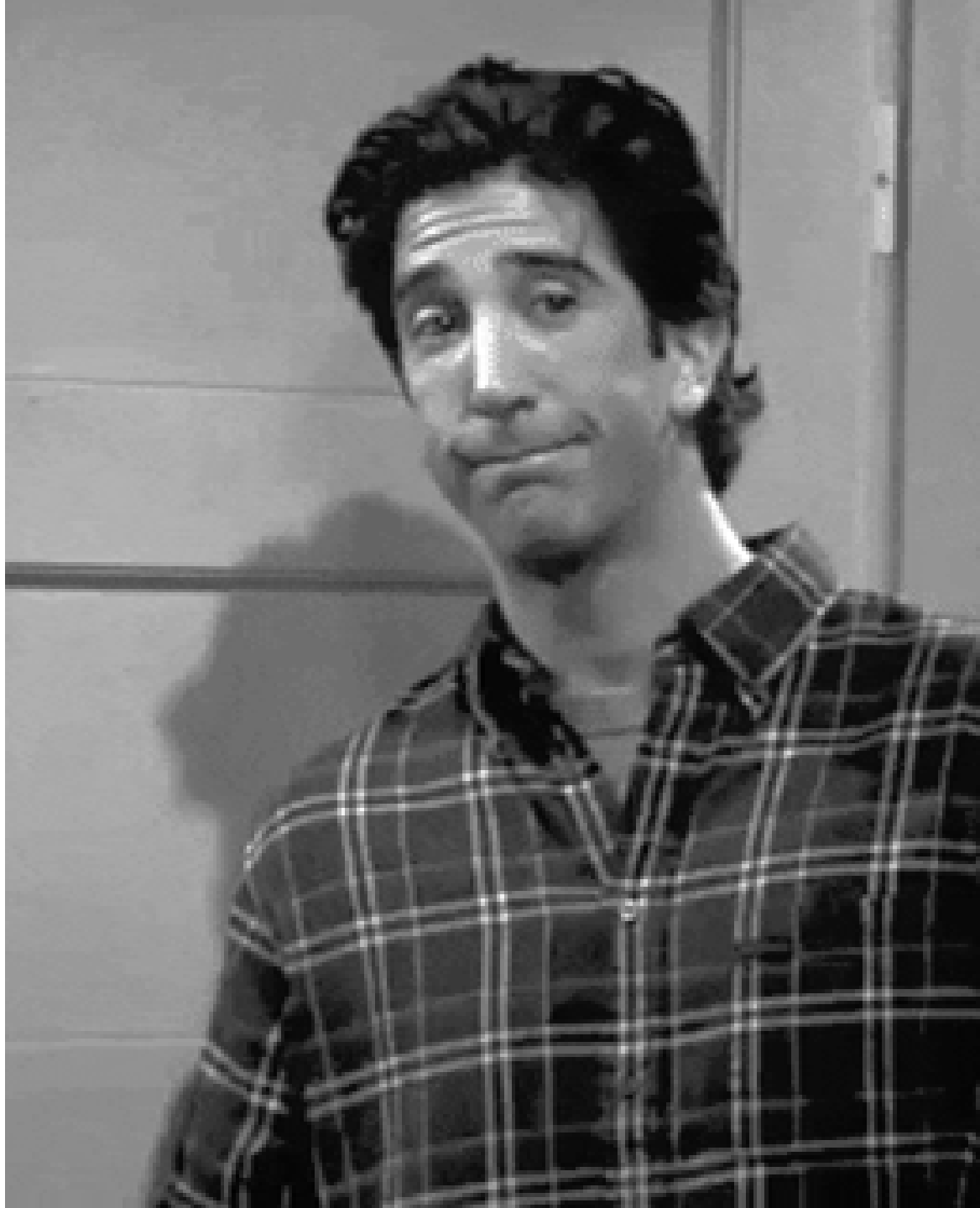
- Visibility into soft skills
- Match to industry benchmarks
- Improve communication skills



Result

Better conversations

- **Talking less** = gathering more information from prospects
- **More patience** = your buyers will feel heard
- **Shorter Monologues** = your buyers will better understand you (and your offering)

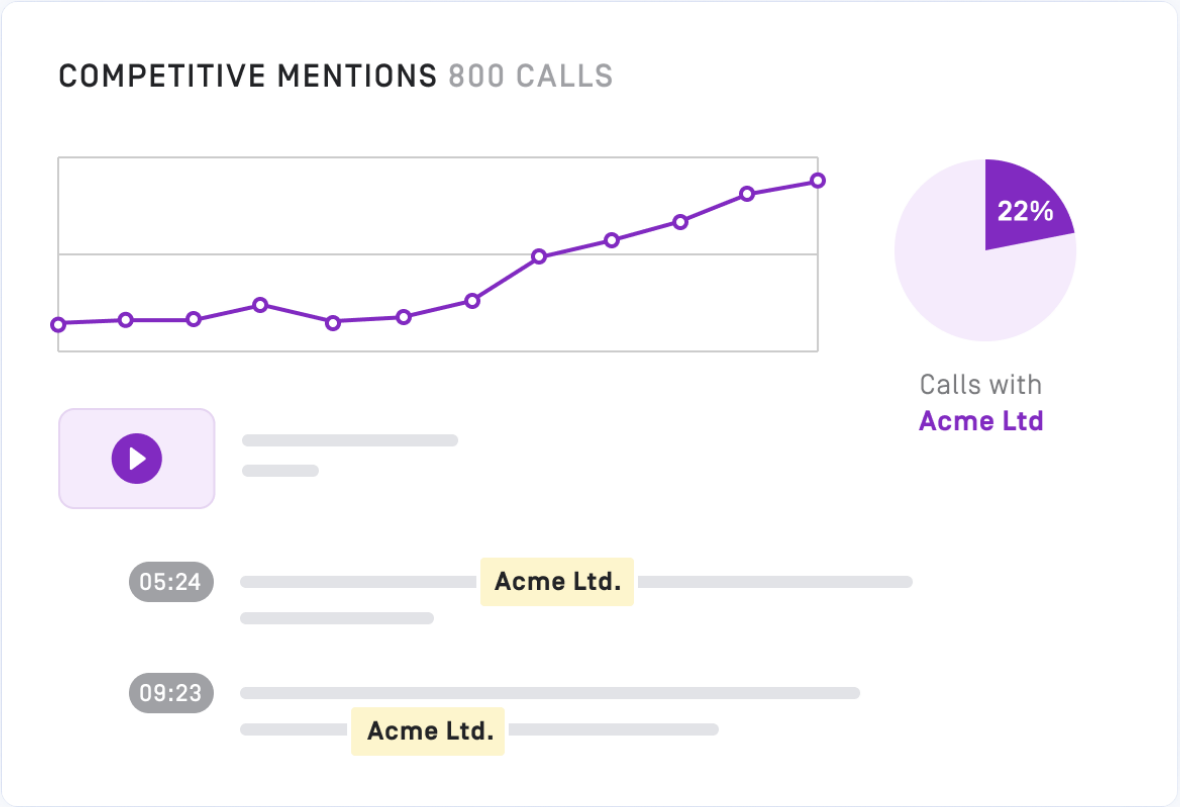


#3

Create a winning strategy

Guide sales strategy based on AI recommendations:

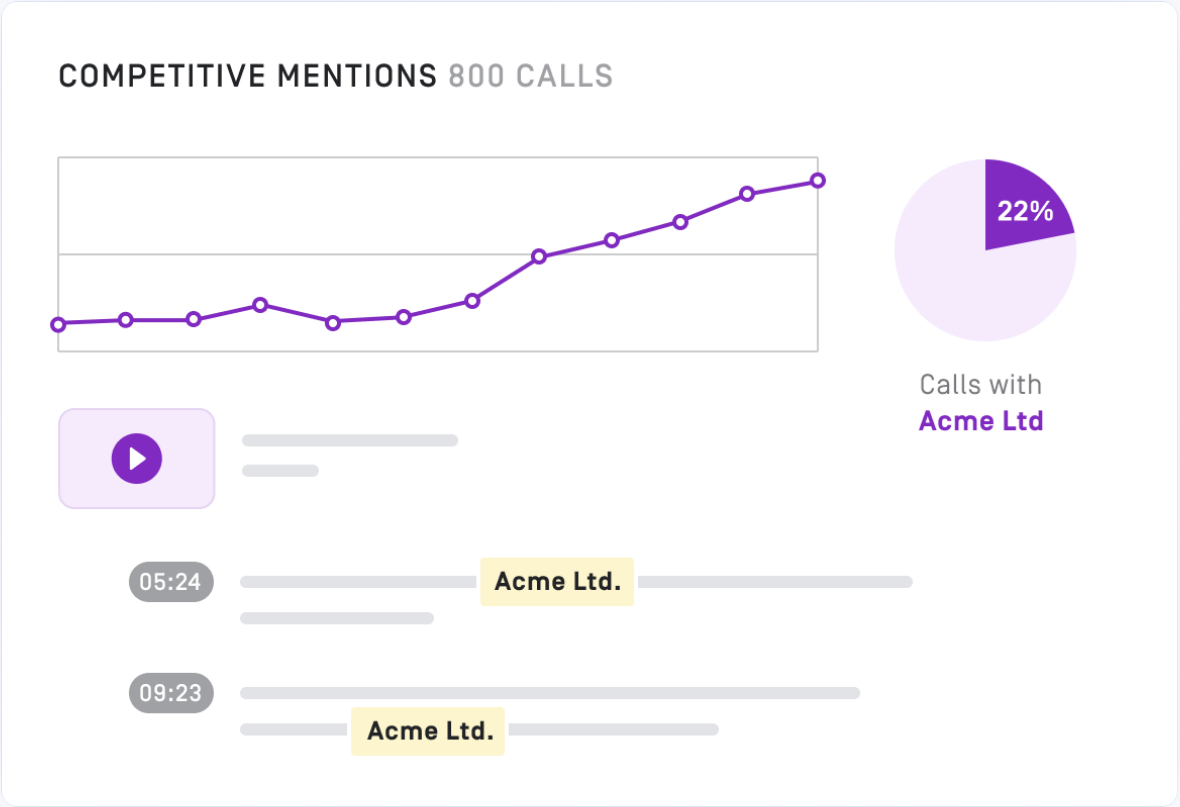
- Which competitors should we focus on?
- How are they positioning against us?



Goal

Center your strategy on *reality*

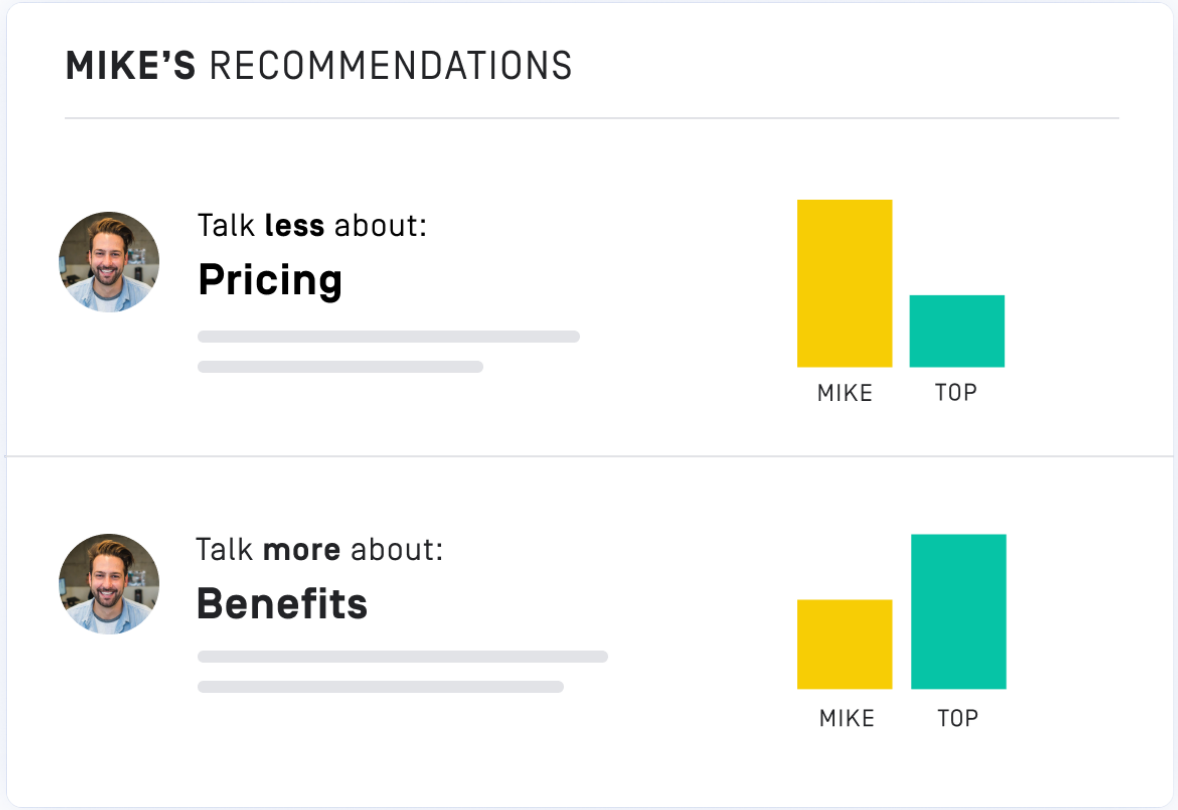
- Which competitors should we focus on?
- How are they positioning against us?



Result

Messaging that resonates

- Which talk tracks are converting into revenue?
- What are our bottom performers *not* doing well?



Q & A