Crush Your Pipeline: AI Enhanced Sales

Michael Fauscette
Chief Research Officer
We usually engage a sales professional only when we have made a purchase decision.

64%
Agree / Strongly Agree

G2 Crowd | Oct 2017 N=413
WHAT ARE THE BIGGEST OBSTACLES TO MAKING GOOD PURCHASE DECISIONS?

- Inability to get credible content: 29%
- Lack of knowledge of vendor offerings: 19%
- Not enough or no reviews on review sites: 12%
- Customer references hard to find: 11%
- Content isn't industry specific: 8%
- No reviews from people "like me": 8%
- Vendor sales professionals don't understand our needs: 7%
- Vendor websites are unreliable sources of info: 4%

G2 Crowd | Oct 2017 N=413
“I appreciate vendors who contact me with relevant and contextual information about products and services”

Find the “right” thing: context - relevance

Deliver the “right” message:
In context at “right” time using “right” method

But how?

Source: G2 Crowd Buyer Survey, October 2017, N=417
What is artificial intelligence?

The intelligence exhibited by software / machines, and through machine learning has the capability to improve itself over time

- Automate tasks
- Support intelligent actions
Gaining an Edge

• Sales technology using AI
  • Increase productivity
  • Increase effectiveness
AI FOR MORE EFFECTIVE SALES

• Data Foundation

• Automation

• From Data to Actions
AI FOR MORE EFFECTIVE SALES

• Data Foundation
AI FOR MORE EFFECTIVE SALES

• Data Foundation - Sources

Transactions
- Purchases
- Website interactions
- Support tickets
- Sales interactions
- Email open/click
- Other

Self-reported
- Login credentials / social login
- Profiles

Actions & reactions
- Social data
  - Tweets
  - Comments on blogs/pages
  - Facebook/LinkedIn posts
  - Likes
  - Other
- Digital traces
- Other behavioral
AI FOR MORE EFFECTIVE SALES

• Automation

  Administrative support –
  • Feeding the CRM system
  • Managing calendars and appointments
  • Managing in box
  • Managing contacts
  • Finding relevant account information and intelligence

  Automating workflows

  Creating relevant content
ASKING THE “RIGHT” QUESTIONS

• Who should I sell too?
• What is relevant to that prospect?
• What actions will lead to “successful” engagement?
• Is my current customer at risk of defection to another brand?
• Which customer is likely to want and need to buy another product?
• Which customer is likely to expand on current purchases?
AI FOR MORE EFFECTIVE SALES

- From Data to Actions – optimizing buyer experience
  - “Right” prospect, “right” offer, “right” time, “right” context
  - Predicting best actions
  - Matching reps to opportunities
AI FOR MORE EFFECTIVE SALES

• From Data to Actions – optimizing sales team performance
  • Predicting outcomes
  • Better forecasting
  • Skills assessments and development
  • Best sales process
  • Which lead and when?
  • Balancing teams
<table>
<thead>
<tr>
<th>Task Automation</th>
<th>Sales Intelligence</th>
<th>Predictive Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>• AI personal assistant</td>
<td>• Actionable insights</td>
<td>• Team optimization</td>
</tr>
<tr>
<td>• SFA updates</td>
<td>• Network analysis</td>
<td>• Relationship</td>
</tr>
<tr>
<td>• Automated responses</td>
<td>• Automated responses</td>
<td>• Opportunity optimization</td>
</tr>
<tr>
<td>• Behavior driven templates</td>
<td>• Personality profiles</td>
<td>• Automated coaching</td>
</tr>
<tr>
<td>• Workflow automation</td>
<td></td>
<td>• Optimizing communications</td>
</tr>
<tr>
<td>• Pipeline management</td>
<td></td>
<td>• Advanced lead scoring</td>
</tr>
<tr>
<td>• Interaction analysis</td>
<td></td>
<td>• Next best action</td>
</tr>
<tr>
<td>• Lead automation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Content generation</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Forget chess and go...Liberatus and DeepStack

Working with incomplete data?

• Algorithmic strategy: Branching decision pathways
• Exploit Mistakes?
• Playing beyond the limits
• Strategic reasoning with imperfect information
Michael Fauscette
Chief Research Officer
@mfauscette
Blog: www.mfauscette.com
+1.415.342.5406
mfauscette@g2crowd.com
THANK YOU

G² CROWD
real users. real reviews.