Revenue

5 GENERATIVE AI TRENDS SALES LEADERS SHOULD BE FOLLOWING

EVERYONE'S TALKING ABOUT GENERATIVE AI RIGHT NOW, AND IT'S CLEAR THAT SALES WILL NEVER BE THE SAME. SO HOW SHOULD YOUR SALES TEAM ADAPT? HERE ARE 5 GENERATIVE AI TRENDS THAT REVEAL HOW TEAMS ARE BEING IMPACTED.

1

Companies using generative AI in sales have reported up to a 50% increase in leads, reduced call time by as much as 70% and reduced costs by up to 60%. (Forbes)

AI is making companies more successful in at least three significant areas: lead generation, call productivity and cost reduction. Any sales teams that haven't yet begun to leverage AI are likely leaving valuable revenue on the table.

2

20% of current sales-team tasks could be automated with generative AI. (McKinsey)

It's been clear for a while that sales teams aren't as productive as they should be. With 41% of their time being spent on non-revenue-generating activities, there is a huge opportunity to equip sellers with AI that automates tedious tasks to help reps focus on selling. For example, generative AI email summarization saves reps 23 hours a month by writing their follow-up emails for them.

3

39% of sales professionals express concern about job security if they do not learn to utilize AI. (Salesforce)

Many sellers are afraid about their jobs being replaced with AI. But in reality, it is more likely that failing to leverage AI in their selling process effectively is what could cost them the job. Sales leaders have the duty to equip their teams with the right tools (including generative AI email summaries and real-time guidance) and ensure they are trained to use them effectively.

4

Generative AI can increase productivity by at least 30%. (McKinsey)

Productivity often equals revenue, and generative AI is quickly becoming a vital time-saving part of the sales process. One high-impact way many sellers are using generative AI is to automatically summarize prior calls and video meetings so they don't have to waste time listening to entire conversations. The Revenue.io conversation intelligence platform is a pioneer in this space.

5

The #1 way sellers expect generative AI to transform their roles is by helping to generate sales reports. (Salesforce)

Lots of sales reps struggle to put together accurate sales reports. With the help of AI and revenue intelligence, reps can automatically generate accurate sales reports that incorporate accurate opportunity analytics so leaders can easily track whether reps are on pace to hit their goals.

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