



AI: The Key to Unlocking Your Sales Potential

Radically change traditional sales models to maximize customer profitability

It's no secret that we're in the throes of a revolution. There's been more change in the last 10 years than over the last 100 and for many, it's a struggle to keep up. Nowhere is this more evident than in the realm of B2B sales, where traditional sales models have failed to keep pace with the modern markets in which we all operate.

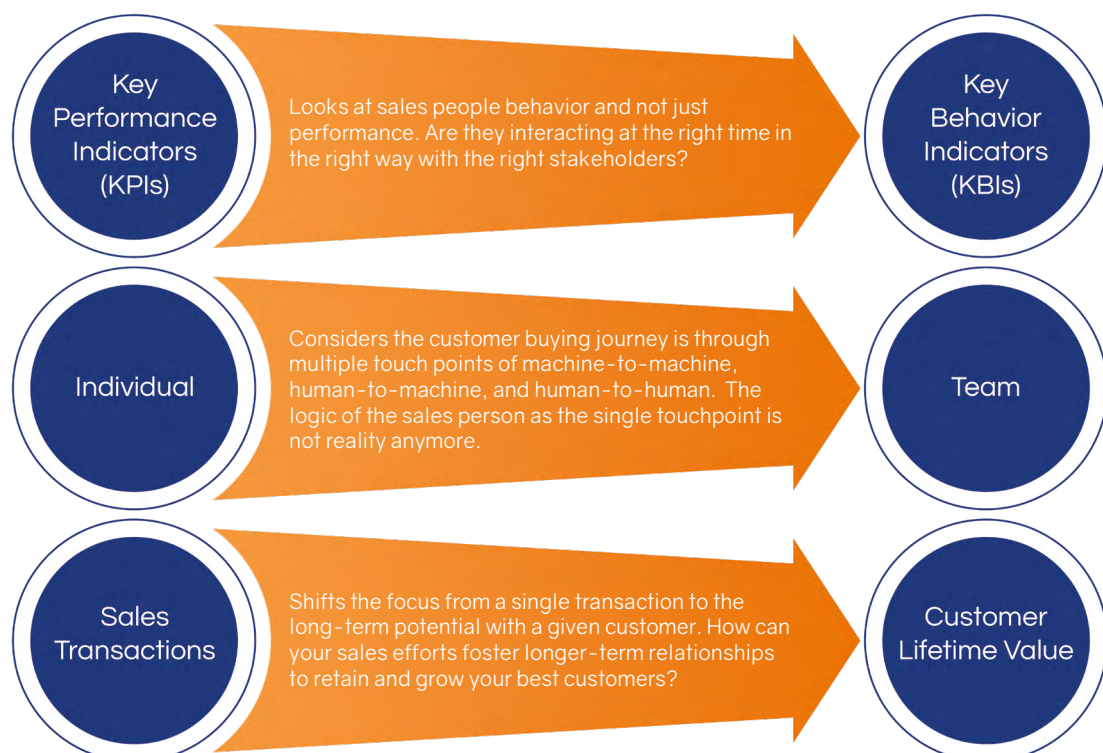
The way people buy today is radically different compared to just a few years ago. Customers are better informed than ever before, often several steps along the buying process before they even engage with a sales professional. A typical buying journey today, if there even is such a thing, often involves multiple touchpoints, disparate locations, and a combination of physical and digital experience. Traditional one-size-fits-all, one-to-one sales models are a thing of the past. So radical and disruptive is this change that businesses need to revisit how they sell and adjust existing sales processes to align with a new customer buying journey.

Model Behavior

Traditional strategies focused solely on volumes and conversions, while in the digital era there must be more targeted, intelligent sales models. An orientation towards customer lifetime value requires sales efforts that understand buying and behavioral patterns and trends to ensure resources are focused on the most valuable prospects.

Sales cycles are longer than ever, often with multiple decision-makers and sometimes multiple buying centers, too. Longer, more complex routes to buying mean new ways of defining and evaluating good sales performance are required. While individual Key Performance Indicators (KPIs) may have been the primary means of measuring sales performance in the past, going forward, success is defined by the ability to successfully and profitably guide customers through the multiple touchpoints that lead to a sale. These Key Behavior Indicators (KBIs) are defined by sales team behavior. KBIs focus on whether sales people perform the right activities at the right moment, in the right way by interacting with the right stakeholders.

AI impacts sales activity and requires new orientation for sales leadership.





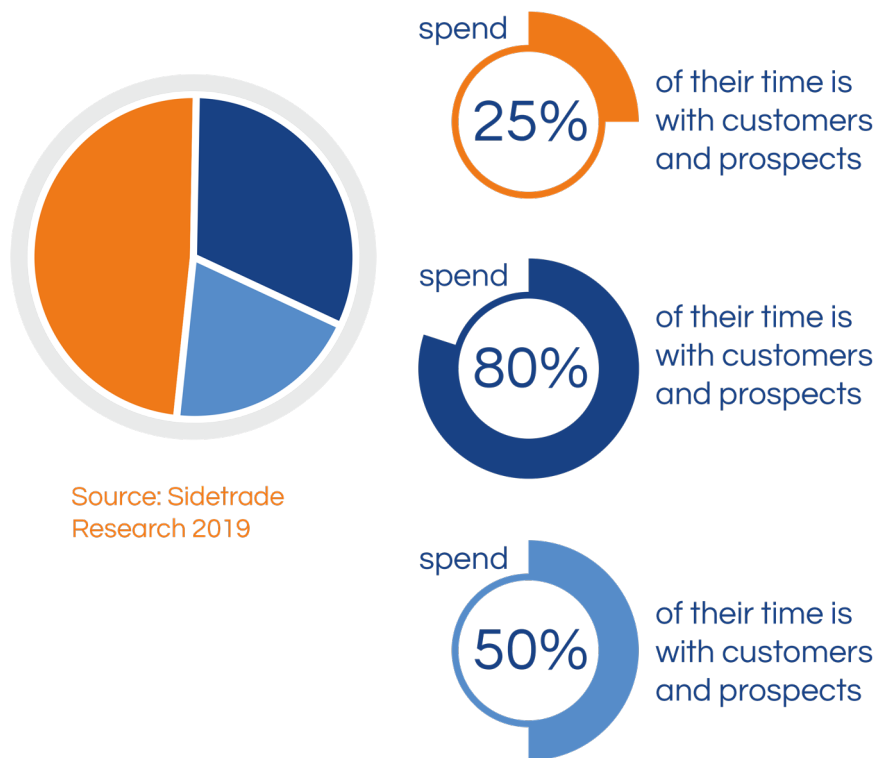
Why AI?

This radical new model means that many businesses are turning to technology for help, particularly AI solutions, to drive successful sales performance. Contrary to common perception, AI empowers teams, rather than replacing them, providing the necessary levels of insight to ensure efforts are focused on the right customers and prospects.

In this context, AI works by taking the vast amounts of data held by businesses, whether that is from CRM systems, financial records, social media, marketing campaigns, or invoices and analyzes the data to reveal patterns and trends on which to base real actionable recommendations for the sales team. This might represent the right organizations to target; key decision-makers; the best time to engage; or the right channel. The more data, the better, with greater volumes of information enabling a deeper analysis which in turn, helps to build and refine predictions of behavior and focus the sales teams on the best opportunities out there.

Current estimates claim that sales people only actually spend 1/3 of their time actively selling, with the rest of their time devoted to researching and qualifying prospects along with other administrative tasks. Bringing AI into the sales mix can increase the time the team can dedicate to active sales by automating lead prospecting and even automating initial engagements, meaning the sales person spends less time composing emails and more time with qualified prospects to close profitable deals.

How much time do sales people spend with customers / sales prospects?



AI recommendations can encompass a wide range of sales activities to base output on, including ideal prospects to target; which leads to focus on with the highest likelihood to convert and at the highest sales value; new market opportunities; and additional customer segments. In this way, the more AI understands your customer and market trends, the more value it can add to the business, opening up potential new revenue streams.



The time is now

The value of any good sales team resides in its people. Yet, in order to reach their full potential, they need the right tools, the right culture, and the right metrics to optimize performance. Buying patterns are changing and any forward-thinking sales organization must equally adapt to the digital world. Armed with technology, the buying experience becomes more relevant and more satisfying for everyone involved.

[Watch the Webinar](#)

Impacts of AI on Sales Organizations



Unlock the potential from data

AI relies on a wealth of data to identify patterns and make relevant recommendations.



This is a revolution

Businesses need to pursue a strategy of digital sales transformation, not a gradual evolution



It's all about soft skills

Sales people need to refine their soft selling skills if they're to fully exploit the opportunities that AI presents



Sales managers need to grow into coaches

B2B sales transformation changes the role of sales management, freeing managers to hone the skills of the sales team.



Remove the guesswork

By identifying the best prospect profile and which decision makers are most likely to engage, sales teams can reduce prospecting the time and spend more time with the right prospective customers.

About Sidetrade

Sidetrade (Euronext Growth: ALBFR.PA) provides Artificial Intelligence solutions that reveal untapped opportunities to acquire new customers, grow customer lifetime value, and accelerate cash flow. More than 1,500 companies across industry sectors in 80 countries use Sidetrade to gain a competitive advantage. For more information visit www.sidetrade.com.

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