

Spending on AI

for Sales



The internet has empowered modern buyers, giving them better information and higher expectations. And with more stakeholders involved in buying processes, it's harder than ever for sales teams to achieve revenue targets. AI can help, but how?

AI Spending on Sales Is a Priority

Our 2024 ISG Market Lens research data provides insight into AI spending intentions within enterprises.



26%

26% of enterprises rate sales as the #1 or #2 area where AI can have the largest impact. **This is the second-highest rated area of business.**

Enterprises are willing to spend a premium of 10% on software that includes AI to achieve results.



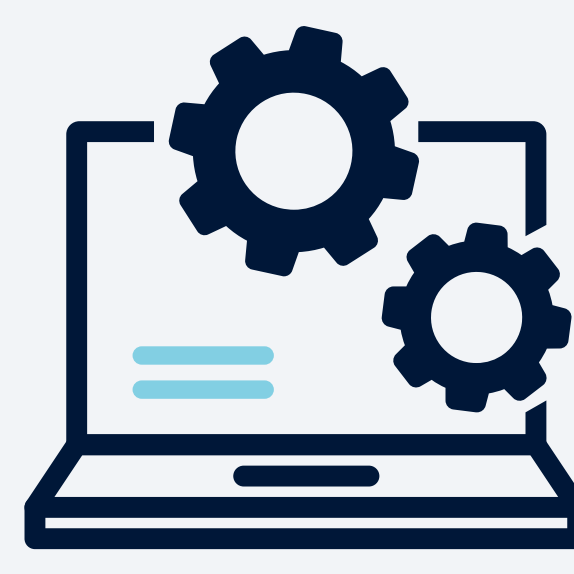
10%

The #1 area of *unrealized* AI impact is in sales and revenue generation.

How Can AI Benefit Sales?

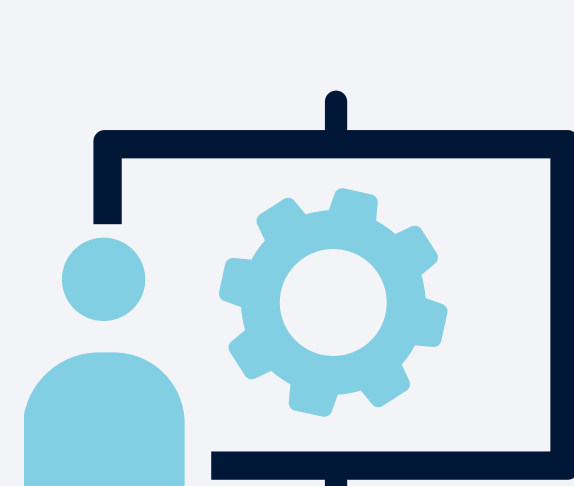
Our research has shown that the following AI use cases are the Top 3 for impact on overall sales revenue.

Improve sellers' ability to simultaneously manage more opportunity "at bats" by reducing manual data entry, supporting meeting preparation through automatic activity data capture, and summarizing and logging meeting content.



Increase average deal size by aligning CRM data with other customer data and third-party data to identify upsell and cross sell opportunities within existing customers.

Accelerate sales velocity to close win by providing AI-based insights to prioritize highest probability deals.



Keys to Success

Comprehensive, accurate and timely data through AI-assisted data capture and integration of customer data that resides outside the CRM allows for smarter activity on any particular opportunity.



Tackle adoption issues by linking AI insights to action, using tools that fit into the regular daily workflow, and demonstrating quick and easy wins that come from using AI.

Maximum outcomes will be achieved by utilizing AI across the full range of teams involved with broader revenue life cycle.



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