Using AI In Sales

AI for Prospecting:

- AI helps salespeople know more about their clients, and the better they can tailor the sales experience and the higher likelihood of success. By harnessing the power of AI, a sales team can spend less time chasing down the wrong leads, boosting overall productivity and success.
- Artificial intelligence reads behavioral and purchasing patterns to help salespeople identify the best potential buyers without having to sift through mounds of data themselves.
- Identities consumer trends and make predictions and recommendations based off trends
- Many sales teams spend a large portion of time and resources prospecting for leads rather than engaging with existing leads. AI uses your organization's existing collection of data regarding your customers' behavioral and purchasing patterns. AI can identify these patterns and generate models to correlate signals if and at what point a customer has made a purchase. Then, those patterns can be applied to new prospects to recognize where they are in the pipeline. By tracking descriptive data, that is, data about your current clients and qualified leads, AI can identify sales leads more quickly, and sales teams can avoid wasting time on leads that were never going to be converted.

AI for Hiring:

- AI can help streamline recruiting processes by cutting out all the time we spend surveying data and allowing us to focus directly on our clients in turn.
- AI can specifically identify what makes a candidate a good fit, helping companies find the right candidates at lightning speed. By mapping key traits recruiters are searching for, AI can quickly scan through potential candidates and match them without human bias.
- AI can help with application engagement by tracking applications, responses, and inquiries through programming. This can help recruiters better serve candidates and engage them in the process.
- AI eliminates human bias and error.
- Streamlining the process allows recruiters and hiring managers to focus more directly on the relationship with the candidate and get to know them as a person, not just as an applicant. This focus on the relationship allows employees to feel seen, valued, and important—which can, in turn, lead to improved hiring, lower turnover rates, and greater employee satisfaction.
- A majority of companies globally are already using some form of AI for hiring.

Customer Service:

- AI in customer service is evolving all the time. Chatbots are becoming more sophisticated and can take the load off busy sales staff. The more sophisticated chatbots can direct visitors to the right department or person
- Chatbots undertake various activities, from reminding customers to revisit their shopping carts to collecting feedback and asking them to write reviews.

- AI in customer service means 24/7 availability around the globe in any language, which inevitably attracts new customers and increases customer satisfaction.
- AI works hand-in-hand with human support agents, replacing them in solving basic tasks while allowing them to focus on more complex cases.
- Another way AI incorporates into customer service is through data collection and analysis. The amount of data generated by customer communications is vast and can provide valuable insights into customer behavior, preferences, churn rate, and more.
- AI makes it easy to analyze browsing history on company websites to determine what customers are looking for and guide them to what they need.

Other General Benefits of AI:

1. Streamlines workflows- handles simple tasks so employees can focus on complicated customer cases that require human knowledge, empathy, and attention.
2. Saves budget- AI is cheaper than paying employees to do tasks like hiring, simple customer service assistance, prospecting, lead generation, etc.
3. Prevents employee burnout— increases employee retention
4. Improves forecasting accuracy- Ai more accurately predicts revenue in future quarters
5. Builds customer involvement- draws customers back to websites and carts
6. Simplifies upselling and cross-selling
7. Can cater to a more diverse customer base— different languages and backgrounds
8. Boosts client loyalty- especially AI 24/7 efficient customer service programs
9. Optimize return on investment