TRANSFORMING SALES
— THROUGH AI —

A day in the life of Jane Smith

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“*We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten. Don't let yourself be lulled into inaction.*”

Bill Gates

Introduction

AI is poised to fundamentally disrupt your sales process. In fact, it already has.

Although, the very mention of AI conjures up surreal images of robots running riot, at the moment, it is in the ballpark of autocorrect and intelligent search suggestions. Sure there is the odd **AI-gone-out-of-control** news that we hear about and not that sentient machines aren't a possibility in the future. The real & tangible impact of smarter applications is already afoot. Applications that adopt AI, even in its nascent form, are delivering improved customer success and delight by an order of magnitude.

Applications have evolved from being diagnostic, like erstwhile ERPs, to prescriptive, helping business leaders make data driven decisions ahead of the curve. It is estimated that 40% of companies will adopt AI within the next two years (**CXO Today**) and the amount by which AI-powered activities in CRM alone could increase global business revenues by $1.1 trillion in the next 4 years (**IDC**).

In this backdrop, let us take a look at a day in the life of Jane Smith, Sales Executive at **T**he **G**iant **C**orporation (**TGC**).

VYMO

8:00 AM
Strategy & Planning

The difference between a top sales rep and a bottom sales rep is, at a minimum, a trillion dollar question. And the answer lies, essentially, in what happens between calendar events. AI helps plan and optimise these activities for Jane.

Day Plan

Recommended Plan

Jan 12, 2017

TIME	EVENTS
08:30 AM	Email Alex of Medalytics (prospect).
10:15 AM	Video call session with Jack w.r.t. Orion (prospect).
10:40 AM	Call Sarah of HealthAssist (customer)
11:00 AM	Review proposal to Armor Inc.
11:20 AM	Catch up with Marketing Team
	Review leads ready for closure. Close the deals.

Overview

Leads	Sessions	Events
29.4M	71.6M	200.2K

Leads over time

29,436,140

+4,125,678 (12.6%)

— Current Period — Comparison Period

Over a week since last engaged with Alex of Medalytics.

Send Email. Highest response time is 8:30 AM.

Email Content in Template 4

CONTINUE

HealthAssist subscription expiring in 45 days!

Call Sarah. Suggested meeting time: Tue, 22 Feb 11:00AM.

SCHEDULE

VYMO

Under the hood

Jane's Sales Data + TGC's Sales Data + Industry Data + Learning = **Intelligent Scheduling**

AI compares Jane's Mondays with those of top performing sales reps in the organisation and across the industry. The data is then crunched to reveal intelligent insights about Jane's schedule. Who should she meet? How should she prioritise prospects? Which one of her clients responds best on Mondays? What must she do today to improve her chances of meeting her quarter's goals? What activities do Jane's Manager & VP-Sales think she must prioritise? How does a Monday schedule look for the most successful sales executives?

AI optimises and schedules calendar activities for Jane to optimise the route plan and maximize Sales ROI. Sales Leaders now get 360° view of Sales activities & Sales outcomes, translating them into coaching inputs for Sales executives to better engage with customers. Business Leaders get insights on whether Sales teams are investing efforts on strategic products & customers.

Fact File

❝ In the next few years, Machine learning will improve sales and marketing software by giving it the ability to do things without us explicitly telling it what to do. ❞

- Dharmesh Shah, Founder and CTO, Hubspot.

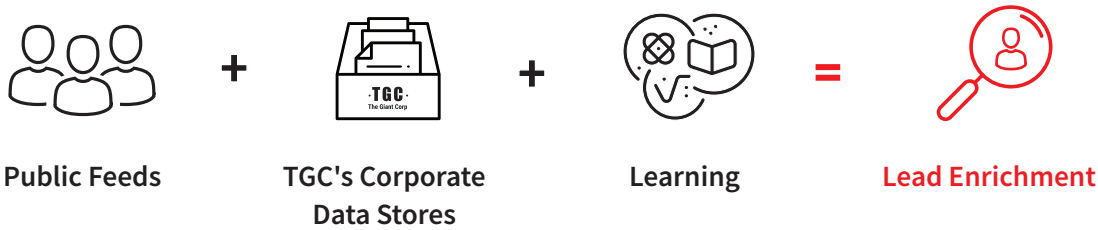VYMO

10:00 AM
Knowledge & Research

AI helps Jane stay on top of real time data that is relevant to prospects and key accounts. Jane can better tackle changes that impact her sales performance.

latest updates

Good Morning, Jane!

LEAD GENERATION
Overall Growth 20% | Average Daily 35%

REVENUE GENERATION
Overall Growth 30% | Average Daily 45%

ENGAGEMENT FREQUENCY
Overall Growth 40% | Average Daily 65%

TEAM STATS
Hourly | Daily | Weekly

12 am 1 am 2 am 3 am 4 am 5 am 6 am 7am

Alert!

Decision Maker changed!

Jack Barkley is the new VP - Sales & Distribution at Transient Inc.

Learn More | Call Jack

Jack Barkley
VP Sales at ABC Pvt. Ltd.
San Francisco Bay Area | Public Relation M...

Shawn Mendes
VC Sales at CBC Pvt. Ltd.

Jack Barkley
VP Sales & Distribution at Transient Inc.
Former AVP Sales at Orion Tech Ltd.
Transient Inc. | Oxford College Of Management
San Fransisco Bay Area - 7612

Connect

SKILLS

CAREER OBJECTIVE

INTERESTS

EXPERIENCE

enriched profile

VYMO

Under the hood

Public Feeds + **TGC's Corporate Data Stores** + **Learning** = **Lead Enrichment**

AI tracks all of TGC's accounts and contacts from various public feeds. So, a change in the professional profile page of a key contact is flagged off to the respective sales rep as a potential action item. In this case, AI alerts Jane of a personnel change in a customer account and suggests related next best action.

The World is more intricately entwined now more than ever before and it is imperative for sales people to be on top of metadata at the levels of the organisation and industry. With the continuing expansion of scope and depth of searchable content on public directories, all of this data is easily accessible. In fact, there are various services today that integrate data from multiple profiles and enrich account and contact data in sales systems to deliver Opportunity Enrichment inside your existing CRM systems. Simply knowing and acting on all of these data points could make the difference between mining an account further for increased revenues vs. a churned customer.

Fact File

2/3 of B2B marketers identified engaging key decision makers as their top challenge. *[Source: Forrester Research]*

VYMO

11:00 AM

Qualifying Leads & Prospecting Opportunitues

AI filters leads from Marketing campaign and assigns the most optimised leads to Jane, basis her sales history. She can also track her probability of closure dynamically for each lead.

VYMO

Under the hood

Jane's Sales Performance + **Peer Benchmarking** + **Sales Pipeline Analysis** = **Improved Quota Attainment**

AI compares leads generated by marketing with historical sales records and allocates the lead to the sales rep with the best probability of closing that lead. Opportunity is prioritised on the basis of competitiveness, quality of engagement, responsiveness, affinity, and sales representative. This helps reduce sales effort on irrelevant leads, while improving the probability of closure.

Over a period of time, intelligent allocation helps Jane build expertise in products and sectors. AI also benchmarks sales rep performance with upper quartile reps, so that they are coached to improve Sales productivity. Sales leaders can diversify their teams across products and services, so that their efforts are optimised.

Fact File

25% of leads are legitimate and should advance to sales.
[Source : Gleanster Research]

35-50% of sales go to the vendor that responds first.
[Source: Insidesales.com]

VYMO

11:30 AM

Communication
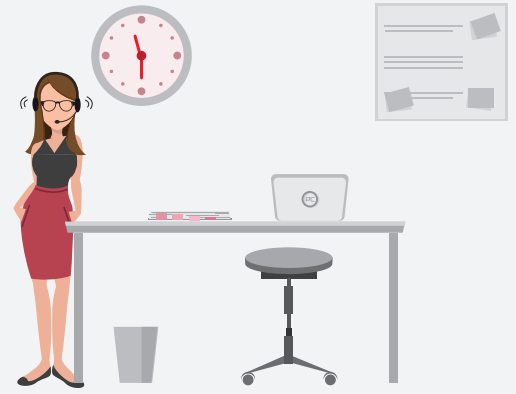
AI can optimise Jane's tasks to improve her probability of closure. She can now focus on her core activities that require her discretion and that are directly linked to sales.

call analysis

Best time to call Jack Barkley
11:30 AM and 11:50 AM.

Discussion Agenda
**Decision Maker has changed!
Re-establish relationship.**

11:30 AM   93%

< **Call Analysis**

Jack Barkley
VP Sales , Transient Inc.
jackbarkley@transientinc.com
+1 002 4567 90

CALL SUMMARY

04 min 57 secs   Today
Outgoing Call   11:37 AM

TONE MODULATION   **CALL RATING**

Decent   **4 / 5**
                             ★★★★☆

CALL RESULT
Good Job!
Jack free for lunch today.
1:00 PM would be the ideal time.

< **Today's Plan**   ⋮

TIME	EVENTS
	Mail proposal to Client XYZ.
11:30 AM	Call Jack Barkley.
12:00 PM	Prepare presentation.
01:00 PM	**Lunch with Jack Barkley.**
02:00 PM	Prepare quote for Jack.
02:30 PM	Follow up with Medcorp.

Under the hood

Speech Analysis + **Customer Engagement History** + **Learning** = **Intelligent Deal Forecasting**
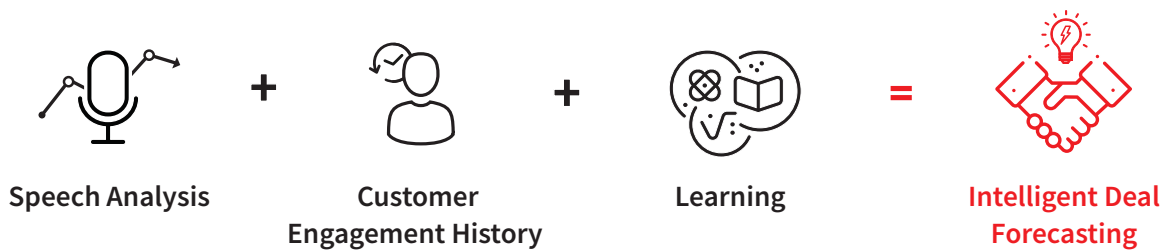
AI records and analyses audio interaction in real-time; by using language processing and speech recognition algorithms, the call is parsed. Keywords that indicate positive or negative outcomes are tracked, and the overall emotion of the conversation is also measured. Based on this data, the call is scored and patterns are identified. The sales rep is offered coaching on the line of communication to use, keywords to avoid & keywords to watch out for.

Business leaders can avail micro level insights in every day sales activities, understand skill gaps, correct them and help sales teams perform better. Leaders can also improve their deal forecasting, and dynamically course correct on the basis of real time customer feedback.

Fact File

If you follow up with web leads within 5 minutes, you're 9 times more likely to convert them. *[Source: Insidesales.com]*

In 2007 it took an average of 3.68 cold call attempts to reach a prospect. Today it takes 8 attempts. *[Source: Telenet and Ovation Sales Group]*

VYMO

12:00 PM

Presentation & Demo
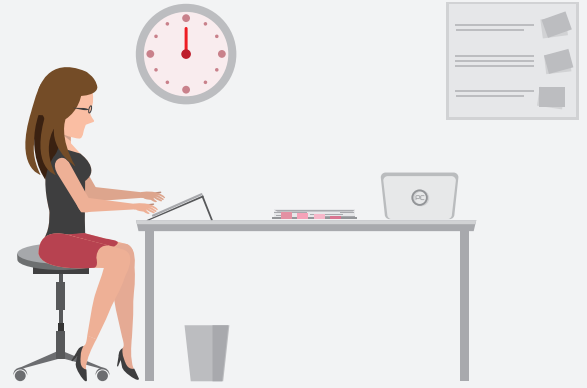
AI acts as Jane's high-functioning personal enterprise assistant by helping her prepare for her meeting with Jack and managing all of the logistical details of her work.

VYMO

Under the hood

Public Feeds + **Collaborative Content** + **Industry Benchmarks** + **Learning** = **Intelligent Presentations**
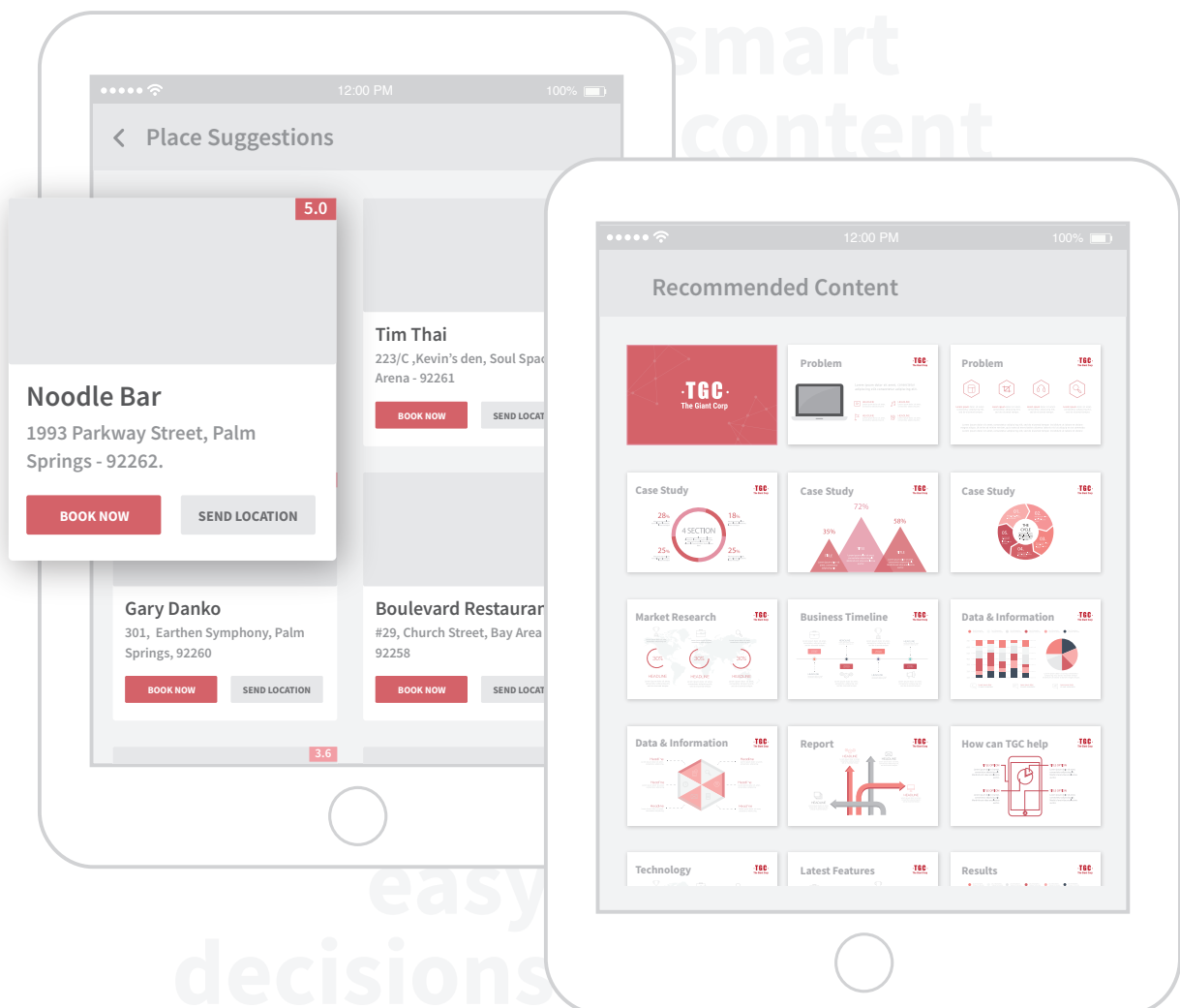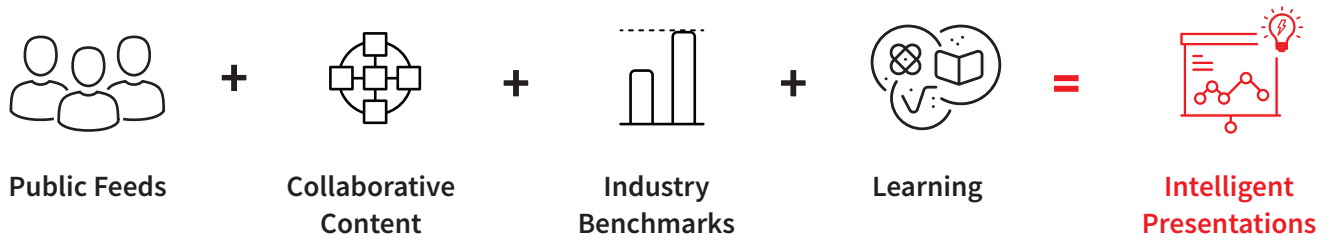
AI summarizes recent interactions, recommends effective presentation style & content for the presentation ahead of Jane's upcoming meeting. Content is sourced from latest decks within the organisation and also benchmarked to industry. Based on context of the meeting (proposal, follow up, other scenarios), AI can help populate slides with content, images and metrics.

Further, it can then give feedback by scoring the presentation against how similar presentations have been perceived by a database of viewers. So, presentations can be scored on a number of parameters, ranging from persuasive to confusing. These systems can get more real-time in the imminent future, offering speakers instant analysis on how they are presenting.

Fact File

Nearly 57% of B2B prospects and customers feel that their sales teams are not prepared for the first meeting. *[Source : IDC]*

VYMO

1:00 PM

Lunch Meeting

AI enables real time simulations for Jane, so that her modelling and analysis can use real time data and translate into tangible insights. AI also helps automate non-core activities for Jane.

productive
meetings

Customer Success Simulations

A	B	C
75%	**93%**	**89**

Product Facts

View in Presentation Mode

Expense Management

Lunch Meeting

Client	Jake Barkley
Purpose	Presentation / Demo
Location	Noodle Bar, 1993 Parkway Street, Palm Springs - 92262.

Bill Details :

TGC Expense Management System has detected you finished the lunch meeting with Jake.

Would you like to initiate a bill payment of $94.47 against Noodle Bar?

NOT NOW   YES, PLEASE!

VYMO

Under the hood

+   **=**   →←   **+**

Prospect Data   **Intelligent Applications**   **Shorter Sales Cycles**   **Fewer Administrative Tasks**

AI can help simulate customer scenarios in real time on a demo environment. Sales people like Jane do not have to depend on Delivery teams to customise products and services for prospective customers. Instead, they can provide contextual data and have smart applications realign metrics and dashboards to reflect a customer scenario. This helps collapse sales cycles further as prospects can understand true value of products and services.

Also, administrative tasks can be automated through smart applications, so sales people can focus on core activities. Sales leaders can also track and improve productivity of their teams, based on time and effort invested in these activities.

Fact File

After a presentation, 63% of attendees remember stories. Only 5% remember statistics. *[Source:Dan & Chip Heath]*

VYMO

2:00 PM

Quotation & Closure

The system intelligently recommends optimal products & services that have the highest probability of purchase and best possible gross margins.

Under the hood

Historical Sales Intelligence + **Buyer Persona** + **Interaction History** = **Intelligent Quotations**

AI recommends range of pricing on the basis of buyer persona, account potential, organisation health, closure probability and historical sales data. AI analyses customer response to the quotation and suggests appropriate follow up actions for Jane. All through the pricing & negotiation, AI guides Jane on discounting & payment options that will offer value to the customer, while generating best possible margins for Jane & TGC.

Fact File

71% of sales reps say they spend too much time on data entry.

[Source : Toutapp]

VYMO

2:30 PM
Nurture & Engagement

AI helps Jane build better relationships with her prospects and clients by optimising nurture and engagement. Also, AI helps customise Jane's communication based on need.

VYMO

Under the hood

Product Usage Insights **+** Buyer Persona **+** Historical Sales Data **=** **New opportunities**

AI can signal up / cross sell opportunities based on usage data from existing products. Historical data indicates if a customer with active usage of one or more existing products is likely to buy a related product in the suite. AI will auto-create new sales opportunities in the CRM and urge the salesperson to pitch to the customer. AI proactively seeks out sales trends that indicate how an account can be mined to deliver incremental revenues.

Powered by the same data, AI maps out the ideal customer persona, identifies, and prioritizes new opportunities within the TGC CRM.

Fact File

80% **of sales require 5 follow - up phone calls after the meeting.**
[Source: The Marketing Donut]

Companies that excel at lead nurturing have **9%** **more sales reps making quota.** *[Source: CSO Insights]*

Companies that nurture leads make **50%** **more sales at a cost 33% less than non- nurtured leads.** *[Source: Forrester Research]*

VYMO

6:00 PM
Productivity Analysis & Learning

AI helps Jane review and recalibrate her efforts based on real time data. It helps Jane improve her productivity on a near real time basis.

VYMO

Under the hood

Jane's sales performance + Jane's sales activities + Jane's sales approach + Top quartile sales agents metrics

TGC sales data + Industry benchmarks + Learning

= **Better Jane!**

AI helps organisations move beyond implementations and focus on outcomes instead. It analyses Jane's sales performance data to nudge her towards executing more high ROI activities, while also tracking calendar events, such as calls and meetings, to improve qualitative aspects of her approach.

AI benchmarks Jane's activities and approach with top performing sales people in her organisation and the industry. This helps Jane to realign her focus and also proactively upskill based on identified gaps, so she can become a better sales person. AI also helps sales leaders focus on the correct metrics and make need-based interventions. Overall, AI enablement will drive meaningful use of sales and marketing applications.

Fact File

Lost sales productivity and wasted marketing budget costs companies at least $1 trillion a year. *[Source: The B2B Lead]*

50% of sales time is wasted on unproductive prospecting. *[Source: The B2B Lead]*

VYMO

Epilogue

From planning to closure, AI will transform sales. Whether it is intelligent scheduling, lead enrichment, smart notifications, productivity analysis or more accurate deal forecasting, AI will reshape every facet of the sales cycle.

AI will help sales teams gain a more holistic picture of their prospects and customers, as well as observe patterns in the sales process and enable personalized sales engagement at scale. Enabling sales teams, large or small, to deliver customer delight throughout the sales cycle.

AI will help Business Leaders make macro level decisions with real time insights from the field. Managers can proactively coach teams to achieve their quotas and executives can finally focus on core activities that move the needle.

With all the brouhaha about AI replacing jobs, there has been much skepticism among Sales people and the general public at large. But, as the many scenarios depicted prove, AI will empower and augment salespeople with additional intelligence, rather than make them redundant.

In fact, AI will let sales people focus on more human attributes of their work, such as, empathy, higher order intelligence, and other aspects that may require an exclusively, human touch. If anything, AI will help sales people be more human. END

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Build your Intelligent Sales Stack

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BANGALORE ● SEATTLE

Vymo helps improve field force productivity through AI and Automation. Our mobile-first solution detects rep activities and predicts 'next best actions' for the most optimised outcomes. Vymo is a Sequoia-funded company and was named a notable vendor in the Gartner CRM Guide 2017.

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