AI for Sales

Six Ways People.ai Makes Your Sales
Team More Efficient
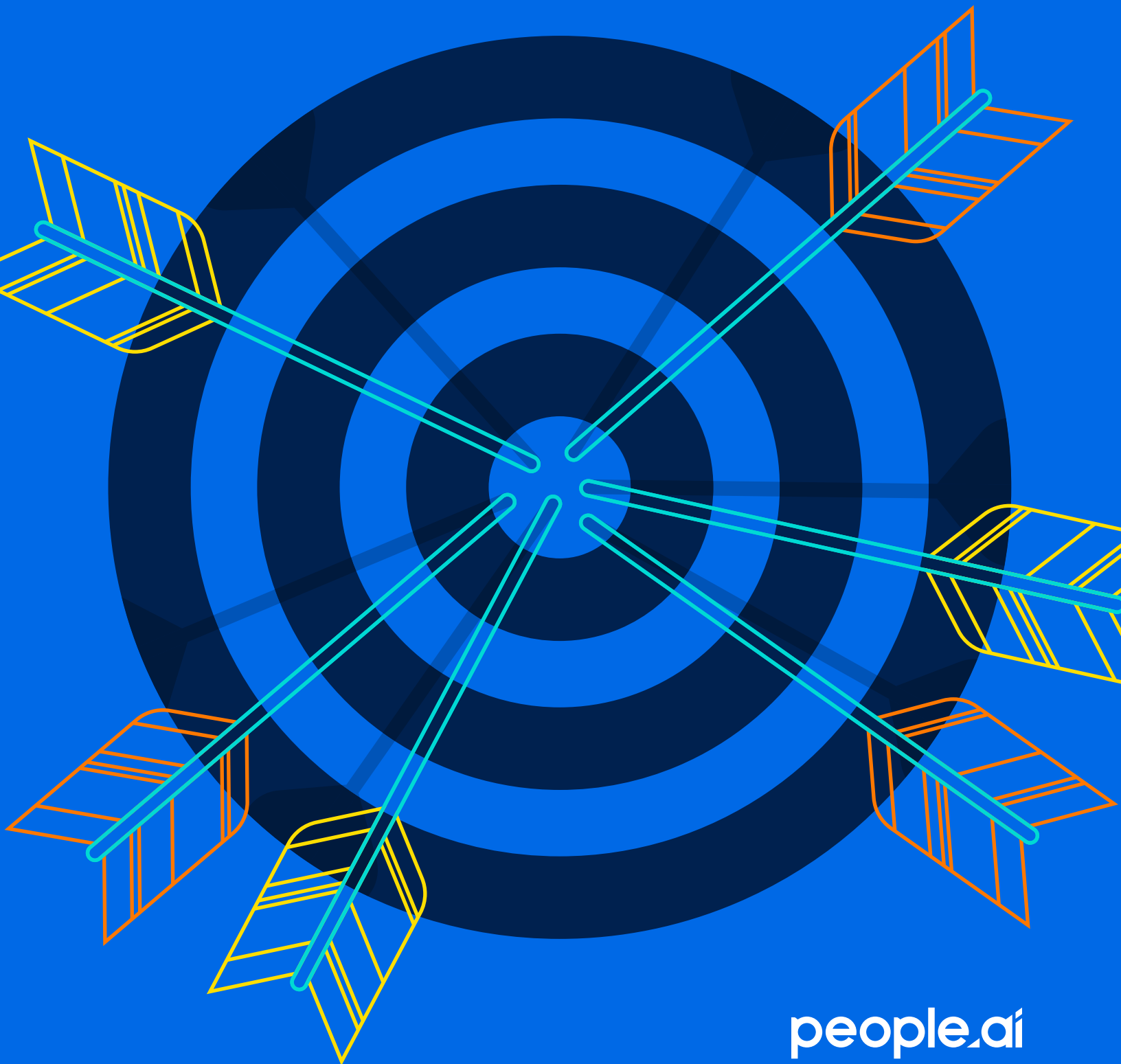
people.ai
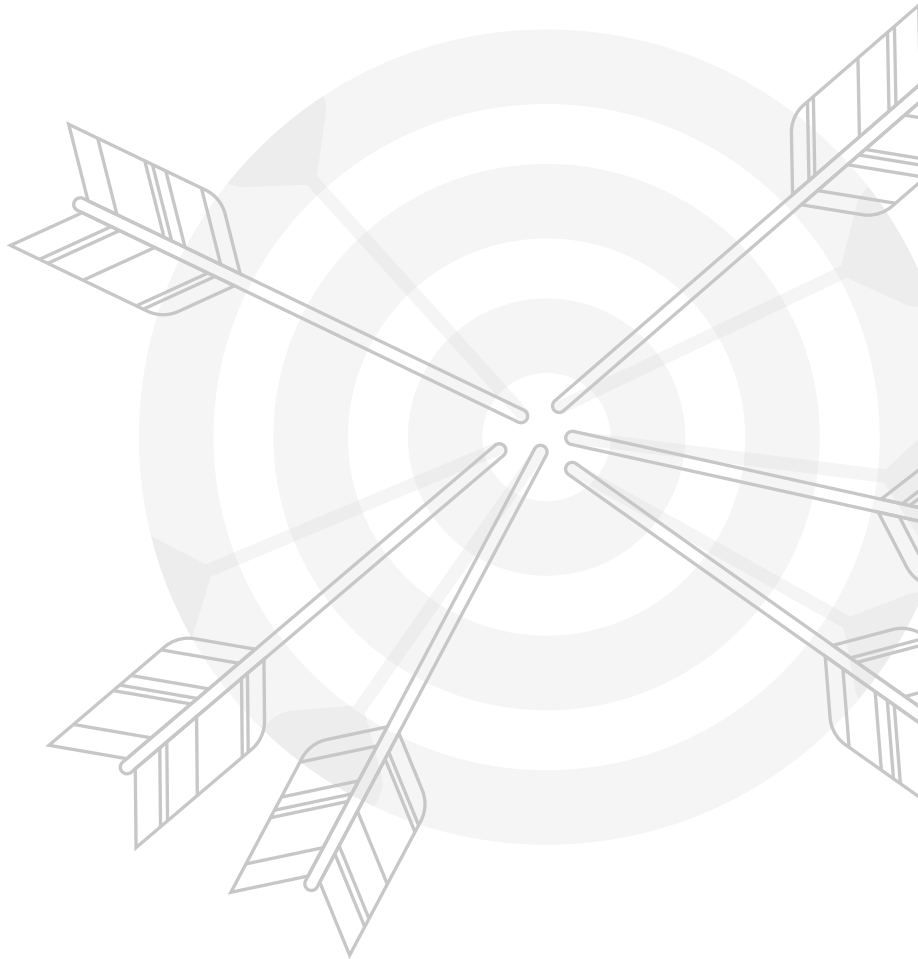
Introduction

The Impact of Artificial Intelligence

In the same way that steam power during the 1800s, robots in manufacturing in the 1900s, and IT during the 2000s spurred a global revolution of innovation and growth, so will the advent and utilization of Artificial Intelligence (AI) in the years to come.

This transformational rise of automation and technology through the utilization of AI and machine learning (ML) has become known as Industry 4.0 (often referred to as the fourth industrial revolution). These new innovations will force businesses to rethink how they deliver services, products, and results.

To that point, AI holds many promises for how the future of work will change. Those organizations who choose to break from tradition and embrace data and new technologies will be prepared to reap the rewards as an early adopter.

AI Strategy Advisor, Vikram Mahidhar, stated in a December 2018 Harvard Business Review article, that "by the time a late adopter has done all the necessary preparation, earlier adopters [of AI] will have taken considerable market share — they'll be able to operate at substantially lower costs with better performance. In short, the winners may take all and late adopters may never catch up."

You might be saying to yourself, "how can my company [... or better yet, your department] leverage the power of AI?"

AI as an abstract of association, classification, or decision algorithms can seem far off and almost nebulous to the everyday business or sales leader. But this doesn't have to be the case.

Businesses are utilizing AI platforms like People.ai today to improve individual's performance, job satisfaction, and productivity across the organization.

Sales teams are seeing higher CRM adoption, improved reporting, and an overall increase in sales representative's productivity and efficiency.

For example, People.ai's customers have seen their sales reps saving an average of up to 20% of their week after rolling out time saving AI automation across their go-to-market teams. This extra time allows reps to spend more time focusing on relationship building with leads and providing the depth and context that prospects need from a human representative.

In This Ebook

In this ebook, you'll learn six ways that People.ai helps make sales teams more efficient. You'll also hear from real People.ai customers who have found success in both implementation and everyday utilization of the AI solution, People.ai.

If you're interested in learning more about how People.ai can make your sales team more productive, please visit our website www.people.ai/ and request a free demo.

We hope you enjoy this ebook!

Best,

The People.ai Team

1. Increase CRM Adoption

The Problem

With less than half of salespeople reporting that they stored lead and customer data in a CRM, and their biggest challenge with their CRM being manual data entry (Hubspot), it's no surprise that salespeople have record low CRM adoption and don't use (or like using) their company's CRM.

Furthermore, with C-level execs reporting that investments in their CRM will be leading their budget growth priorities in the next year (Forbes), there's an obvious dissonance in priorities between organizational senior leadership and the front line sales team.

Simply put, companies are doubling down on their investments in their CRM, and salespeople are fighting them every step of the way.

So, how can companies make the most of their CRM investments while also increasing the efficiency of their sales team?

45%
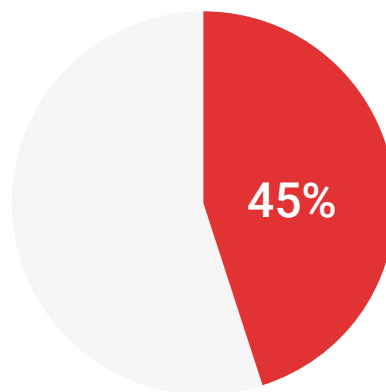
The percentage of salespeople that store lead and customer data in their CRM. *Source: HubSpot - State of Inbound 2016 Survey.*

The Solution

With People.ai's activity syncing and automated contact creation technology, CRM adoption rates inherently surge.

Using the People.ai platform, all of a salesperson's new contacts after meetings, and logging activities (emails, phone calls, meetings/calendar, etc.) are automatically logged into their CRM. This leads to significant reductions in routine and monotonous, unfulfilling work for the sales rep, as well as automatically increases their usage of their CRM.

By automatically increasing CRM adoption, logging all activities, and capturing all of the contacts a sales person interacts with, and then matching those to the correct account and opportunity, both sales and marketing departments benefit from accurate reporting and the ability to make smarter business decisions.

"My emails are logged automatically to all my accounts… I don't have to track or log anything by myself. People.ai takes care of it all."

Dan Ring
Corporate Account Executive at DataRobot

**DataRobot**

2. Boost Sales Productivity

The Problem

Just like time spent scrolling on social media, sales representatives spend too much time entering data into their CRM and it eats away at their productivity.

According to data collected from research analyst firm, SiriusDecisions, on average sales reps spend only 26.6 percent of their time selling to customers (13 hours per week), and 9.7 percent of their time talking to customers about escalations and other non-sales activity. Much of the rest of sales reps' time (36.5 percent) is devoted to preparing to engage with a customer (e.g. preparing proposals, searching for content), with the remaining 27.2 percent of their day on internal administrative activities such as data entry and activity logging.

The Solution

By removing the administrative burden on your sales team of creating new contacts and logging every customer activity in the CRM, People.ai automatically increases productivity and gives salespeople more time to focus on closing deals. You get more value out of your sales team by freeing them to focus on what they're highly skilled at: selling.

How Reps Spend Their Time

Talking to Customers About Escalations and Other Non-Sales Activity — 9.7%

Selling to Customers — 26.6%

Preparing to Engage with a Customer — 36.5%

Internal Administrative Activities Such as Data Entry & Activity Logging — 27.2%
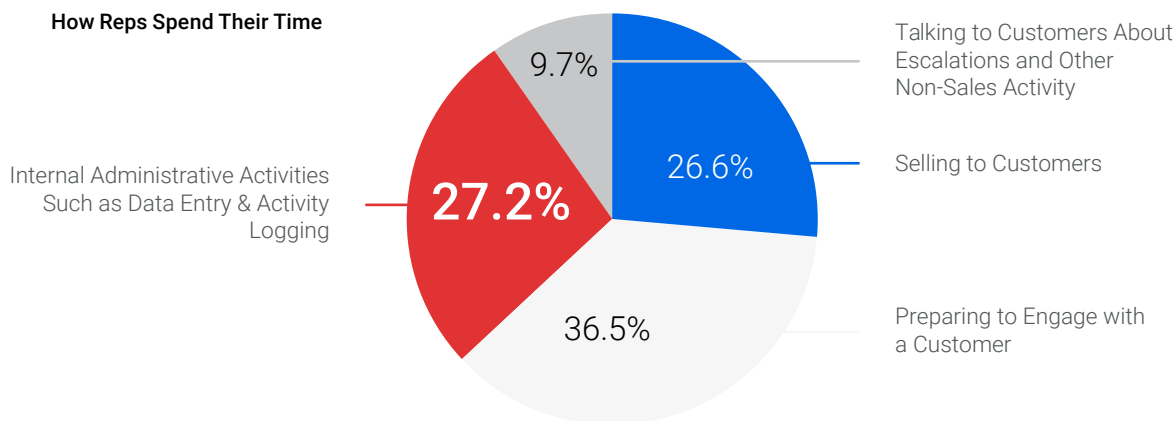
"Amazing sales productivity tool! We are able to see all business correspondence and sales related activity in Salesforce, we also use analytics, such as average response time, external to internal meeting ratio, etc., in our sales performance reviews to improve sales productivity."

Iaroslava Bilan
Sales Productivity and Operations,
Salesforce Admin at Star

★ Star

people.ai

3. Data-Driven Sales Coaching

The Problem

No matter if it be in industry, life, or athletics, a coach's most important job is to help team members improve and grow their individual strengths. The same is true in data-driven sales coaching.

Sales coaching can sometimes feel like a thankless task, but it's a critical step to building a successful sales team.

Coaching from a sales leader is an effective method for empowering sales reps. Drawing on the insights from a battle-tested sales leader can provide a sales rep with the guidance they need to overcome objections, prioritize prospects, and close more business.

That being said, how are sales leaders supposed to identify "coaching moments?" When should a sales leader step in and assist a sales rep and when should they back off because things are humming along just fine? How do they coach all of the reps using a data-driven approach and not get sucked in by the best or the worst reps?

The Solution

The People.ai platform lets sales leaders set goals and track all sales activity levels for every rep. It also delivers benchmarking data like time spent on accounts and opportunities, the number of accounts a salesperson has engaged, number and types of activities by a salesperson, prospect response times, and more.

With this data readily visible in a coaching dashboard, sales leaders can easily identify areas for coaching and provide direct correlations between the type and volume of activities done and quotas reached.
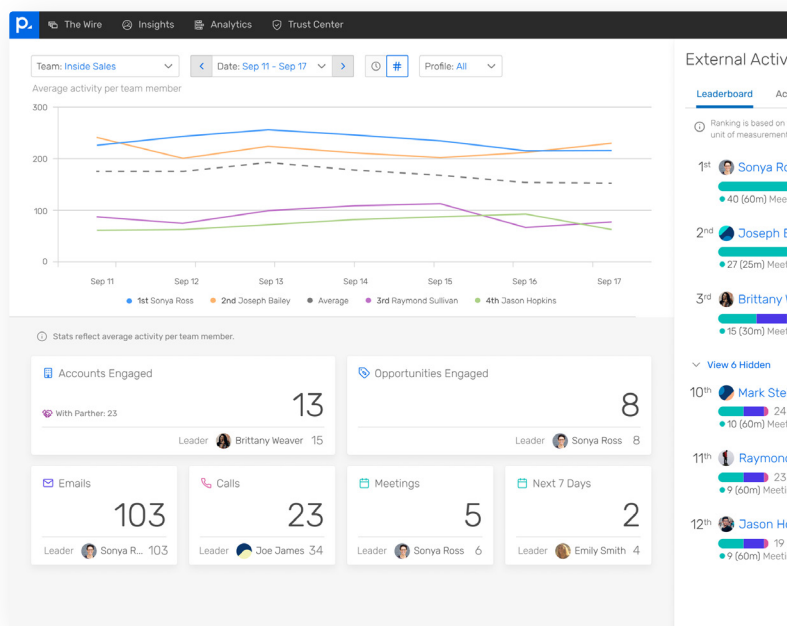
For more on sales coaching, check out:
Leveraging AI To Unlock Sales Coaching Opportunities

"We now have a portal where all Sales Rep time and activities can be analyzed in one place. As someone managing a fast growing team that includes remote employees, this was super valuable to be able to coach / monitor my reps and make sure they're spending time in the right places."

People.ai Customer

4. Improve Forecasting, Pipeline Analysis & Deal Intelligence

Sales Forecasts

As we discussed earlier, the truth is that most salespeople don't enter data, new contact records, meetings, and even opportunities into their CRM. They're working out of Gmail, Outlook, calendars, phones, or wherever they can get ahold of their prospects. Furthermore, if they are entering data, is it accurate?

For more on sales forecasting check out:
[4 Reasons Why Your Sales Forecast Is Lying and You Should Be Worried](#)

Your reps could be "sandbagging" by hiding deals or pushing out close dates to give them a jump on the month ahead. Or, they could be "blue-skying," and over calling their deals, allowing their positive attitude to balloon their evaluation of prospects.

Sales forecasting tools are fueled by activities logged into the CRM, and companies that don't leverage a solution such as People.ai won't be capturing massive amounts of data and sales activities which can easily lead to highly misleading sales forecasts.

Sales Pipeline and Deal Intelligence

What does it take to win a deal?

If your team is leaving it to intuition, luck, or secret success formulas, it's time to change that.

People.ai gives you real-time pipeline analysis and real-time/historical tracking of deal trends with deep insights into the key factors that your won/closed deals all have in common. Things like, how many people were in the buying group? How many times were they contacted and when? What is the correlation between the number in the buying group and the size of won/closed deals?

People.ai answers these for you and gives you the information you need to build the ideal path to winning deals at your company.
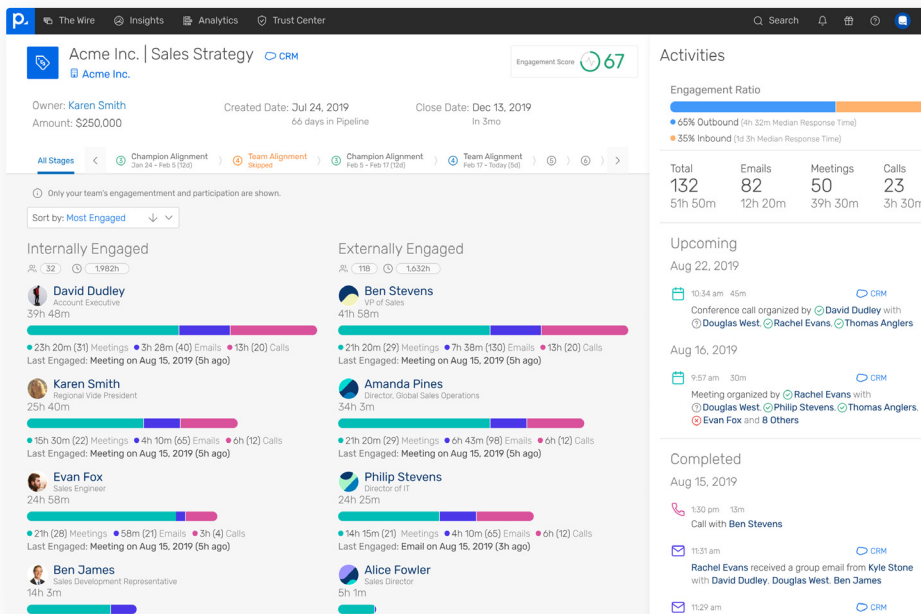
5. Self-Healing Contact Database

With **one in four contacts in the typical database containing critical errors** (SiriusDecisions), it's no wonder companies have record low CRM adoption, and salespeople that are choosing to find other ways to track their prospects and deals.

1 in 4 Contacts in the Typical Database Containing Critical Errors
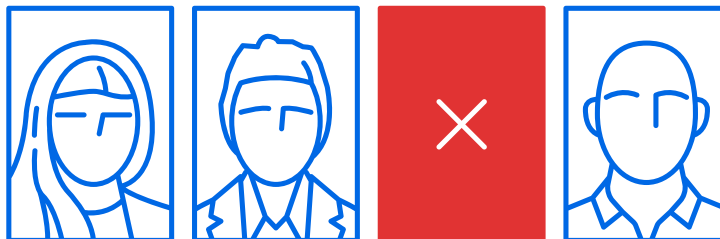
Source: SiriusDecisions

If this sounds like your team, and your CRM is filled with outdated or inaccurate data, your opportunities and close rate will suffer.

Companies that leverage the powerful People.ai platform are able to monitor the health of their CRM with a "Hygiene Score" that constantly measures data gaps and cleaning opportunities in the CRM contact, account, and opportunity records.

Additionally, People.ai proactively updates CRM contacts in real-time, cross references contact info with People.ai data to assure accuracy, and creates net new contacts when needed. It also matches and assigns existing contacts to the right opportunities. This additional enrichment assures that your CRM always has the right people, with the right information that marketing and sales should engage with.

"In the first three months of turning on People.ai, we saw that our AEs were working with over 3,000 contacts that were not in Salesforce. Simply love having automatic email, meeting, contact creation, and opportunity contact role creation."

**Steven Perini**
Sales Ops at Mapbox

mapbox

6. Create Unprecedented Buying Group Visibility

Increasingly, buying groups are considered the secret to deal success. But who needs to be involved and when and where? The People.ai platform gives you clear visualization of whom sales has spoken with at each stage of an opportunity. Using this information, sales leaders can work with their sales reps to define which roles are needed in the buying center at each stage to move deals forward. Sales leaders are also able to build deal models in order to benchmark sales performance and focus future sales efforts.
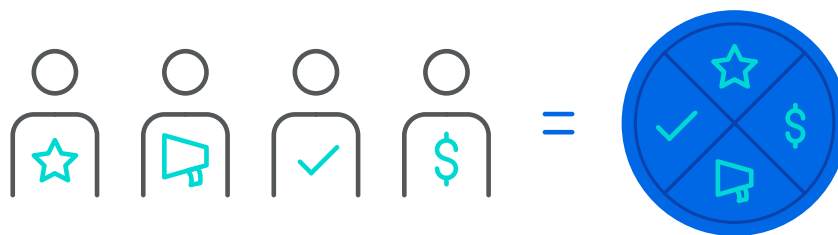
When you know who needs to be in the buying group to win/close deals, you can replicate the process and increase targeted marketing and sales efforts.
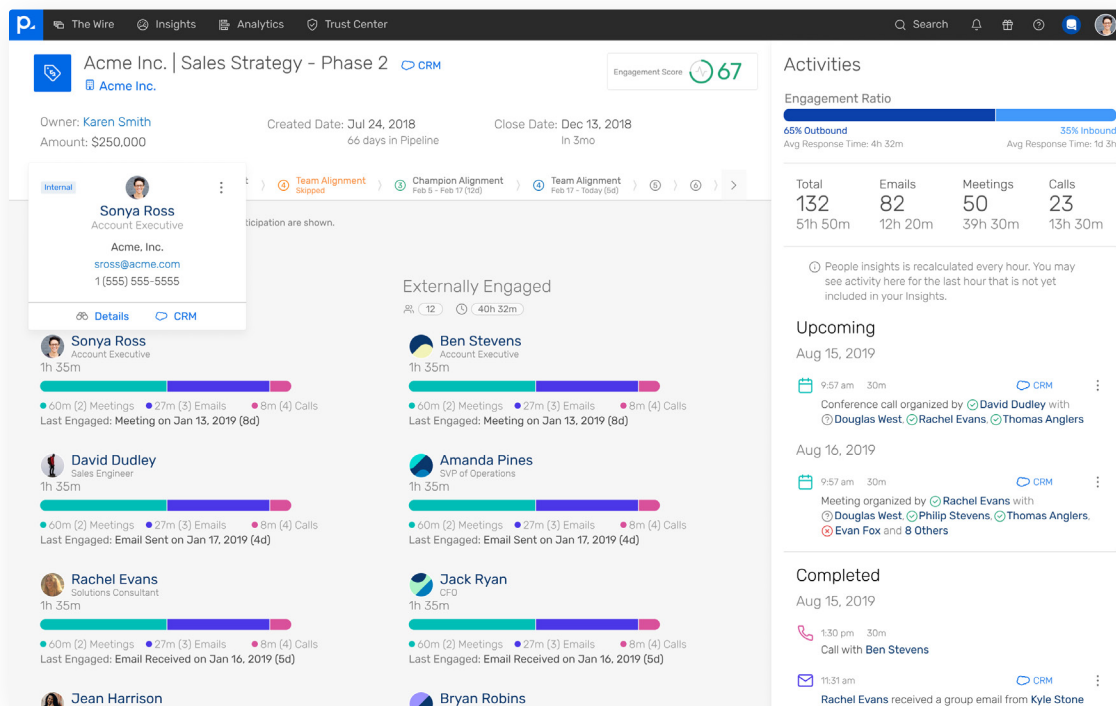
People.ai Opportunity View & Role Identification

Conclusion

Artificial Intelligence is no longer a far off idea, or an unattainable technology. Your company can harness the power of AI today with People.ai and start improving your sales team's effectiveness and productivity in order to start closing more deals.

People.ai is here to help your team leverage AI from lead to renewal.

About People.ai

People.ai accelerates enterprises' growth through the power of AI with the industry's first and only Revenue Intelligence System, automatically capturing all contact and customer activity data, dynamically updating CRM and providing actionable intelligence across management tools to realize the full selling capacity of customer-facing teams.

Some of the world's most notable brands are leveraging People.ai to transform their business, including Hewlett Packard Enterprise, Lyft, Splunk, Palo Alto Networks, F5, Okta, New Relic, Red Hat, to name a few.

Founded in 2016 and headquartered in San Francisco, the company is backed by Y Combinator and Silicon Valley's top investors, including Andreessen Horowitz and Lightspeed Venture Partners.

For more information, visit us online at: www.people.ai

Are you ready to start leveraging the power of artificial intelligence to close more deals?

Find out how People.ai helps Sales Leaders gain visibility, increase their team's productivity, and close more deals, by scheduling a demo of the People.ai solution today.

people.ai

Learn More

Request a Demo