

Sales Article #78

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## Revolutionizing Sales through Artificial Intelligence

Artificial Intelligence (AI) stands as one of the most remarkable innovations in recent memory. Whether you welcome it or regard it with apprehension, AI has quietly permeated our lives through technology like apps, chatbots and robotics.

Numerous definitions attempt to capture the core of AI, but a concise summation is: *"The emulation of human cognitive processes by machines, particularly computer systems. AI's diverse applications encompass expert systems, natural language processing, speech recognition, and machine learning."*

**So, how does all this tie into the profession of sales? The answer is: everything.**

The transformative potential of AI for sales professionals seems boundless, and while this article won't compile an exhaustive list, it aims to provide a snapshot of AI's current value and the boundaries it faces.

Drawing from my own research, which involved firsthand interaction with an AI platform, the experience was nothing short of impressive.

From my perspective, AI's top three contributions include:

### **1. Time Freeing**

The precious hours regained through AI can be channelled into developing connections with potential clients and building relationships with existing clients, leading to a substantial increase in sales calls and meetings.

### **2. Data Control and Analysis**

AI's capabilities extend to encompassing data accumulation and analysis. This includes and is not limited to client interactions, key insights, sales performance metrics, language patterns, sales projections, pricing tactics, competitive assessments and creating compelling presentations.

### **3. Effortless Report Creation**

Through instant data analysis and comprehension assessment, AI generates content with unprecedented speed. Reports can develop rapidly, powered by the assimilation of information.

In my interaction with the AI platform, I composed several paragraphs and requested an enhanced version. Instantaneously, AI did its job.

The outcome revealed parts of the content were creative and innovative. Overall, a more formal tone than my usual style. Individual words and phrases appeared that I would never naturally use, as they didn't reflect my personality. A valuable lesson emerged: leverage AI for an initial draft and then a thorough review to refine and to personalize.

Additionally, I enquired about well-known business figures that yielded data primarily up until 2021. While AI's proficiency impressed me, it emphasized the need for cross referencing and verification from diverse sources, particularly as technology undergoes rapid evolution.

In planning AI's integration, it is like any trending innovation, there will be those who seek to exploit its potential. On the platform I used, a pleasant surprise – a disclaimer acknowledging that the tool might occasionally yield inaccurate information concerning individuals, places, or facts.

Embracing AI thoughtfully is essential. Rather than blindly accepting it as the ultimate solution, treat it as a tool as you do others like Customer Relationship Management (CRM). It is not about AI being the panacea; it is about AI amplifying our capabilities alongside other trusted sources.



Kurt is a sales practitioner who created sales records in five industries and won major sales awards including Salesperson of the Year. The products and services he sold were newly released, consultative, relationship and retail. He is a recognized sales expert, successful author and respected sales and personal development coach who has guided organizations and salespeople to vastly improved sales performance and profitability. His clients range from small to multinational companies in Australia, the Middle East, Asia, and Europe. Kurt is the author of 21 Timeless Insights for Sales Success sold in eight countries. Available on [www.amazon.com.au](http://www.amazon.com.au) or [www.salesconsultants.com.au](http://www.salesconsultants.com.au). His latest book The Most Unlikely Salesperson will be released in August 2023.

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