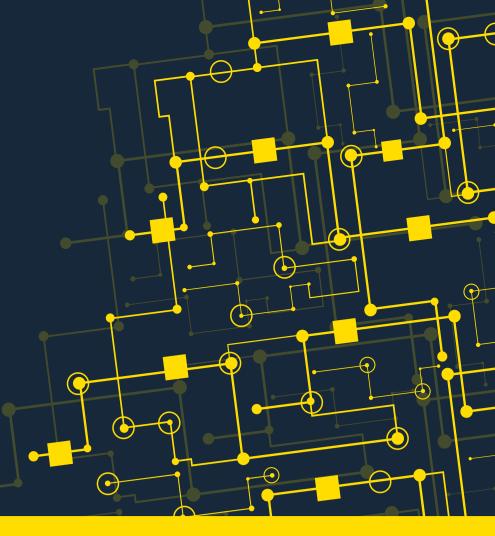


THE STATE OF AI FOR SALES & MARKETING

WHAT LEADERS NEED TO KNOW ABOUT THE COMING AI REVOLUTION

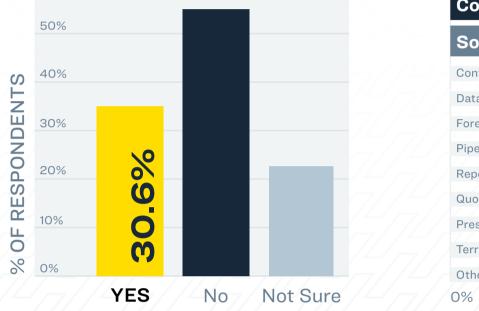


ARTIFICIAL INTELLIGENCE(n.)

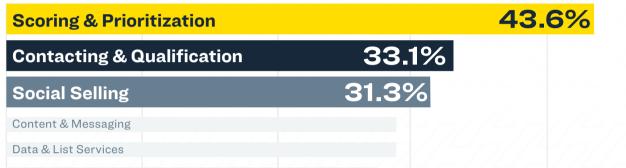
"Al is using a machine to understand past behavior in order to first predict, then potentially alter future behavior to produce more optimal outcomes."

DAVE ELKINGTON | Chairman of the Board, XANT

WHAT PERCENTAGE OF COMPANIES ARE USING AI FOR SALES?



WHERE IN THE **SALES PROCESS** DO MOST COMPANIES USE AI?

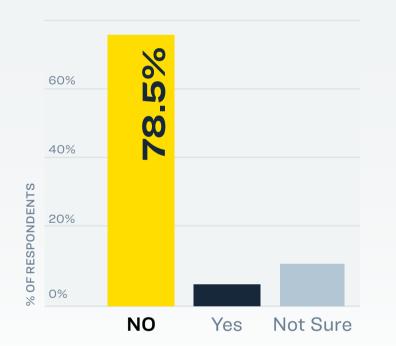


recasting					
beline Mai	nagement				
porting					
ote & Pro	posal				
esentatio	ns				
rritory & (Quota Mgmt.				
her				% OF RES	PONDENTS
	100/				
	10%	20%	30%	40%	50%

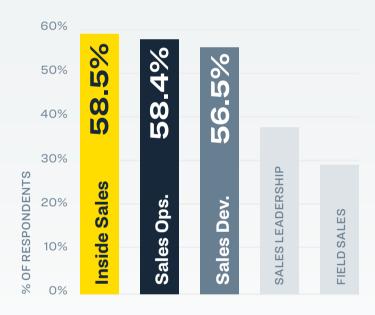
WHAT IS THE BIGGEST OBSTACLE FOR USING AI?



WILL AI REPLACE THE SALES REP IN THE NEXT FIVE YEARS?



WHAT SALES ROLE WILL BE MOST IMPACTED BY AI?



WHAT SALES REP TASKS WILL BE MOST IMPACTED BY AI?

Pipeline Mgmt & Forecasting	51.1%
Account & Contact Research	48.9%
Prospecting	43.2%
Administrative Tasks	
General Follow-up	
Planning	
External Meetings	
Proposals and Contracting	
Training	
Travel Time (excluding regular commute	э)
Internal Meetings	% OF RESPONDENTS
0% 10% 20%	30% 40% 50%

WHAT SALES MANAGER TASKS WILL BE MOST IMPACTED BY AI?



RESPONDENT(20% 10%	recast Mg	eline Mgmt.	Building Pipeline	ATEGY DEVEL	RUITING & HIR	ACHING	IER
in the second	0%	Fore	Pipeli	Build	STRA	RECRI	COAC	OTHE

PLAYBOOKS

ARE YOU READY TO IMPLEMENT AI INTO YOUR SALES ORGANIZATION?

XANT sales acceleration technology uses artificial intelligence to build more pipeline and close better deals by discovering, prioritizing, engaging and managing your prospects.

SEE A DEMO >



Research performed by Gabe Larsen and AJ Hunt

In Association with Sellinger Group



