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How to Use Buyer Intelligence to Create a Repeatable Revenue Machine

## 8 Buyer Intelligence Features That Will Help Your Team Consistently Succeed

The use of data and AI is a pillar for modern sales engagement. Data gives sales reps insight into buyers and allows them to spend their time and efforts more strategically. In their recent States of Sales report, Salesforce reported that **high-performing sales teams are 4.9x more likely to use AI than other sales teams.**

How are successful sales-teams using AI and why is it making the difference? The answer: targeted engagement. Salespeople can draw from results data or buyer intelligence to predict outcomes and guide efforts accordingly. Increasing effort without direction will not lead to results. If the goal is to increase revenue, then targeted engagement is needed to be effective.

Using AI strategically can help salespeople prioritize leads, automate mundane activities, scrape databases for lead gathering, deliver unbiased results, understand users better, know where to focus, and repeat success. The combination of AI and data usage can create a repeatable revenue machine that will ensure long term success. As companies learn from their past win/loss records, draw insights, and set repeatable, automated processes in place, they will be more likely to increase revenue. The sooner salespeople embrace this age of digital and data transformation, the more success they will see.

A recent Mckinsey study predicts that revenue will significantly increase in companies that embrace AI in the next five to seven years, with the **front runners seeing an increase of 120% in cash flow by 2030.** While in contrast, those who do not embrace AI will fall 23% by 2030:

Relative changes in cash flow by AI adoption cohort
% change per cohort, cumulative
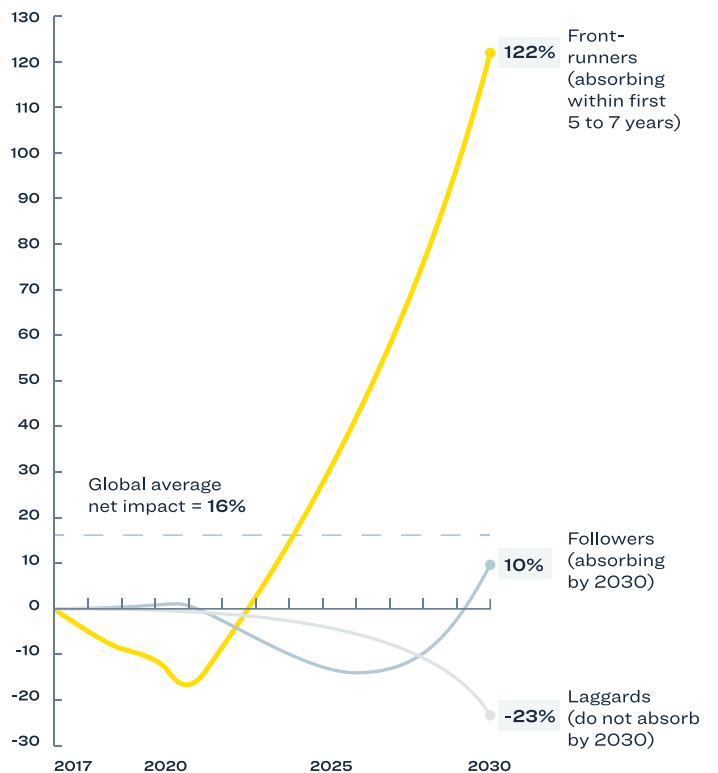
NOTE: Numbers are simulated figures to provide directional perspectives rather than forcasts.

SOURCES: McKinsey Global Institute analysis, Salesforce

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What is Buyer Intelligence?

For salespeople, the most useful facet of AI is buyer intelligence—the compilation of collective data drawn from billions of buyer interactions and CRM data (dial results, status changes, contact attempts, etc.), product usage, and strategic partners. This data is used to predict a buyers' future behavior, providing insight to guide reps to be more effective. Buyer intelligence can predict things like who is most likely to engage, what time of day they are most likely to respond, and which method of communication is most likely to reach them. Reps also get recommendations of additional contacts in the buying committee relevant to closing the deal. Tasks are prioritized and reps can know what the next-best-action to take is based on data. Drawing from this AI, reps are provided with a road map to know exactly who, when, and how to reach out for the best result.

Simply put, buyer intelligence uses past behavior to predict future behavior. What has been the outcome of past activities and interactions? For example, what was the outcome of an email? Was it opened? Did it bounce back? What was the click-through rate? This can help a seller know if the email address being used is a valid address, when they are most likely to get a response, what is most likely to get a click, and ultimately what is most likely to lead to a sale.

Why Buyer Intelligence is a Game-Changer

Companies that rely on buyer intelligence see on average [12% higher customer retention.](#) Learning from your win/loss history can provide insight for every step of the customer revenue cycle from lead generation to opportunity to closing. There are more tools than ever available to make this possible and allow reps to easily [convert B2B buyers and build relationships with customers](#). Sales engagement platforms with buyer intelligence provide insight and relevant information to help reps succeed, save time, and provide a more personalized experience for buyers.

Tools that utilize buyer intelligence like Playbooks™ by XANT provide the maximum return for the investment of effort. Playbooks draws from the data in your CRM and adds to it with data from [27B customer interactions](#) and their outcomes—arming sales reps with the information they need to optimize future interactions. This data is updated continuously, ensuring that reps have the most updated information available. Reps can know if a phone number has been disconnected, if an email will bounce back, if there are more members of the buying committee to reach out, how a specific lead would like to be contacted, etc. This information sets a rep up for success, allowing them to spend their time on tasks that according to data are most likely to yield results.

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PRIORITIZATION solves the problem of untargeted outreach. Tasks are prioritized based on collective results data to recommend the next-best-action for a rep to take. Custom prioritization rules can be set in Playbooks to fit your team's goals. Reps can sort tasks by task value or the predictive return to determine how to proceed. The highest priority customers and tasks are prioritized, saving time, and guiding efforts.

SCORING identifies accounts and leads that are most likely to engage and buy. A combination of engagement and buying propensity scores compounds a value (1-100) assigned to each lead or account. This comprehensive score predicts the likelihood of a deal closing and gives priority levels to leads and accounts. Our research has shown that scoring increases win rates by 20%.

TASK VALUE assigns each task a value based on its importance according to buyer intelligence data. Similar to scoring with lead or clients, buyer intelligence is used to determine the importance of a task.

BUYER MAP recommends additional, relevant contacts who may influence a deal. Reps can get information for other members of the buying committee, not in their CRM. The structure and size of the buying committee has evolved in the past few years, it's more important than ever that sellers reach the right contacts.

VERIFY provides verified email addresses and phone numbers so reps don't waste their time with outdated contact information. All interactions from other XANT users are recorded and verified to ensure that all emails, phone numbers, and other contact information is up to date in your CRM.

DATA APPEND automatically searches anonymized meta-data and checks whether there is another number for a prospect with a higher contact rate. Updated contact records are suggested to you and can be updated in your CRM with one click.

BUYER HINTS offers unique insight into an individual's behavior and recommends how to best engage with them. Sellers can reach out more effectively with explicit contact role hints. Hints include emails and phone numbers to use, and when it's best to use them.

SMARTSEND analyzes prospect's past interactions with emails and suggests the best time to reach out. By selecting SmartSend, reps are ensuring that their emails are automatically sent at the prime time. Our research has shown that this **increases open rates by 21%**.

Embracing AI and the use of data will not only be an advantage in the future of sales but a necessity. The digital transformation of the sales industry and workforce has been accelerated in 2020, and it will not move backward. Those who are thriving are adapting and taking advantage of platforms that give them a leg up on the competition by increasing targeted outreach and guiding efforts. Increase rep productivity and see consistent results with data on your side. Demo Playbooks and start utilizing buyer intelligence today.

Start Utilizing Buyer Intelligence Today.

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