

E-BOOK

A Day in the Life of an AI-Guided Seller





AI is transforming the efficiency and effectiveness of sellers every day

AI will forever change how businesses go to market. That much is clear. But what isn't clear to many businesses is how they can leverage AI and what this transformation will look like, especially for sales reps.

In a nutshell, it will automate what are currently manual sales activities, allowing sellers to better prepare for customer interactions, personalize the experiences they offer, and follow up in more meaningful ways, leading to accelerated deals and more wins.

Let's take a look at precisely how AI will do this in the daily lives of sellers.





Jeff has a conference call with a major customer coming up in a couple of hours. To complete his presentation, he needs to find case studies he knows will resonate with the customer.



Jeff already has his internet browser open. Using a browser extension, he types a question asking for case studies that align with the customer's challenges. Immediately, a bot responds with a list of appropriate case studies along with recommendations of other content Jeff might find useful.

Takeaway:

Find knowledge and relevant documents on the fly with the stroke of a key.



The call went well, largely because of the content Jeff was recommended. But to maintain the customer's interest and nurture the relationship, Jeff wants to share follow-up content that addresses specific topics that arose during the meeting.



Because the meeting was recorded, Jeff is able to run the transcript of it through the company's enablement platform, which then surfaces several relevant content assets he knows the customer will appreciate.

Takeaway:

Effortlessly find the best follow-up content for any recorded meeting.





Teegan has to prepare a brand-new presentation aimed at a new prospect she just landed a meeting with. The meeting will happen in just a few hours, and she needs to incorporate many different topics from several existing materials to make sure it resonates with the customer.



Before she even begins typing on a single slide, Teegan is prompted to answer a series of questions about her prospect, including what industry they're in, how large they are, what their challenges are, and more. With every answer, the enablement platform pulls in the relevant material practically building Teegan's deck for her.

Takeaway:

Quickly create highly personalized, resonant content for individual customers.



The meeting went extremely well, and Teegan makes sure to connect with the prospect on social media as a way of staying in touch and keeping them warm. She knows that inadvertently sharing content that isn't relevant to them will drive them off.



Teegan creates a curated feed of recommended content using the social engagement capabilities in the company's enablement platform, which scrapes thousands of domains each day for news articles and other hyper-relevant content based on Teegan's preferences.

Takeaway:

Establish a reputable presence on social media to court prospects and nurture customer relationships.





Deanne wants to practice her conversational skills this morning before an important call with a customer this afternoon. At her previous company, the only option she had to get the constructive feedback she needed was to book one-on-one time with her manager or a trainer. But there's simply no time for that today.



Deanne records a practice elevator pitch using the company's enablement platform. She's able to restart as many times as she likes. When she's happy with her recording, she submits it and is immediately provided with a breakdown of how she did based on confidence analysis, use of filler words, and message clarity.

Takeaway:

Hone communication skills through simulated real-life scenarios with immediate feedback based on sentiment analysis.



After the meeting, Deanne is asked by her manager how it went. Did the content she used resonate? Did the training she received prove useful?



Instead of simply giving her opinion, Deanne is able to call up detailed analytics from the meeting's recording within the company's enablement platform. From there, she can show how much time was spent on certain content, how many times various pre-determined keywords were spoken, and who spoke the most (and the least) during the meeting, among other details.

Takeaway:

Gain deep insights into how a meeting—even for those who weren't there—including what content worked and whether training was effective so both can be improved.





Before AI can guide your sellers, an experienced provider must guide your AI adoption

AI has been creating more effective sellers for many years now. But as AI evolves, it will become an omnipresent and vital aspect of everything sellers do, inevitably providing predictive, intent-based advice throughout the deal cycle. That's why it's vital that businesses choose a provider with deep experience in implementing AI-powered solutions.

Since 2015, Seismic has made repeated and progressive investments in AI technology to provide the evolving capabilities that make us the global leader in enablement and go-to-market transformation. We're the perfect partner to guide you on your AI adoption journey.

Ready to get started? [Speak with our team today.](#) →





About Seismic

Seismic is the global leader in enablement, helping organizations engage customers, enable teams, and ignite revenue growth. The Seismic Enablement Cloud™ is the most powerful, unified enablement platform that equips customer-facing teams with the right skills, content, tools, and insights to grow and win. From the world's largest enterprises to startups and small businesses, more than 2,000 organizations around the globe trust Seismic for their enablement needs. Seismic is headquartered in San Diego with offices across North America, Europe, and Australia.

To learn more, visit [Seismic.com](https://www.seismic.com) and follow us on [LinkedIn](#), [Twitter](#) and [Instagram](#).

Visit our Website →