



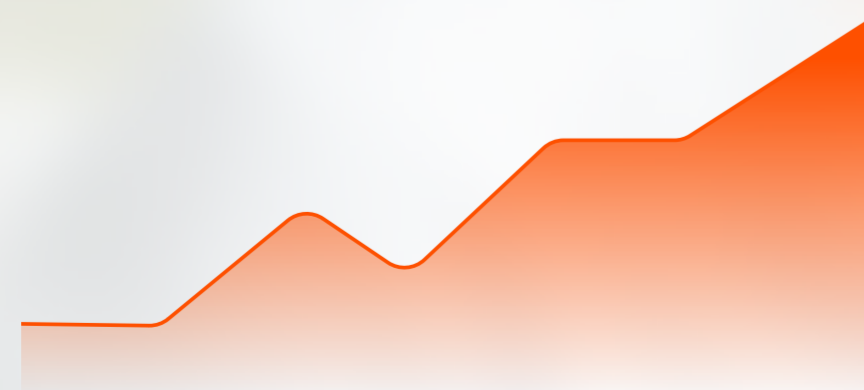
# The comprehensive guide to using generative AI in enablement

**E-BOOK**



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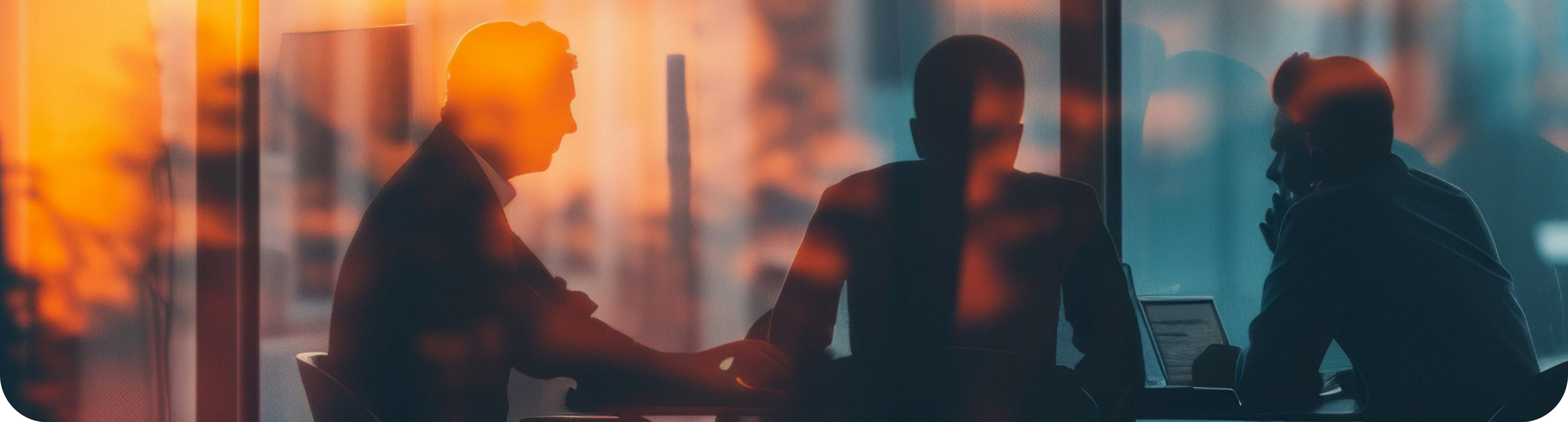
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## INTRODUCTION

2023 was a turning point for generative AI, as new breakthroughs and applications emerged that transformed the way businesses operate and innovate. From generating realistic images, videos, and sounds, to creating novel designs, products, and content, generative AI opened up new possibilities and opportunities for businesses around the world.

Almost immediately, organizations scrambled to figure out how they could harness the power of generative AI. Fortunately, Seismic had a head start. We introduced our first AI-powered product in 2021 and our AI engine, Seismic Aura, in 2021.

The availability of generative AI has only increased our ability to bring new solutions to market that will help go-to-market (GTM) teams increase productivity, better engage their buyers, and save valuable time.

However, big concerns persist in generative AI. Today, many organizations are excited about the prospect of generative AI but may not know where to start. In our report, *The State of AI in Enablement*, we found that 93% of enablement tech users said AI is driving their future investments in the technology.

In this report, we'll detail just why those users are making the smart bet on AI in enablement technology — and how they're using it to improve GTM efficiency today.

**73%**

of enablement users believe that organizations that don't incorporate AI into their GTM processes will fall behind.<sup>1</sup>

<sup>1</sup> *The State of AI in Enablement: 2023 Report*



# Find answers instantly

Sometimes finding the answer to a specific question means searching through many documents. This process can be time-consuming for sellers and can also disrupt their workflows, resulting in lost opportunities.

Seismic mitigates content discovery challenges with Generative Search, a key capability supported by Seismic Aura Copilot. But generative search is not just about finding content – it's also about understanding the context around why a seller is looking for something. They may need to answer a request from a buyer, a question from a peer, or enhance their own understanding. This AI-driven approach aims to provide an intuitive, Google-like search experience within Seismic, making it easier and faster for sellers to find what they need.

**68%** of enablement tech users say that having quick access to information and/or content enables them to not second guess themselves.<sup>2</sup>

<sup>2</sup> Seismic 2023 Value of Enablement Report



## PRO TIP

### Get more from Generative Search by using these pointers:

- **Be specific:** Ask precise questions to receive targeted and accurate answers.
- **Use natural language:** Conversational phrases enhance generative search capabilities and yield more relevant responses.
- **Get creative with your questions:** Ask Aura to draft an email, bullet points, or answer a technical question for you. Experiment with the possibilities!



# Auto-create content

Product launches can be one of the more chaotic periods in a quarter. Marketers are creating everything from messaging templates and call scripts to pitch decks and solution briefs. For product launches, enablement teams have to ensure that all this content and the associated lessons are available for sellers to find.

In Seismic, that content exists in Pages. Pages enable sellers to find everything they need to go to market with a new sales play, motion, or product release. But it takes time for enablement teams to create them.

Generative AI reduces the burden on enablement professionals. Rather than reading every campaign asset, generative AI helps summarize related content on a page, adjust length, change the tone, fix grammatical errors, and even create sections for your Page from a prompt.

**48%** of enablement users use generative AI to create and edit content.<sup>3</sup>

<sup>3</sup> *The State of AI in Enablement: 2023 Report*



## PRO TIP

**Aura Copilot can create the first draft of a page for you by uploading content and sharing a prompt. For example:**

“Summarize this doc for me in 3 paragraphs.” Or “Give me 3 bullets explaining the difference between xyz.” Or “Write a battlecard explaining why we are better than competitor x.” Or “Simply explain our pricing and packaging in easy-to-understand terms.”

Imagine the possibilities of using Aura Copilot to generate the sections of your page based on pre-approved content you and your team have already created.



# Automate content descriptions and tags

Content descriptions and tags are important for organizing and finding relevant content in any content management system. Seismic is no different, but with Aura Copilot, content owners create metadata automatically based on the content itself and the user's preferences.

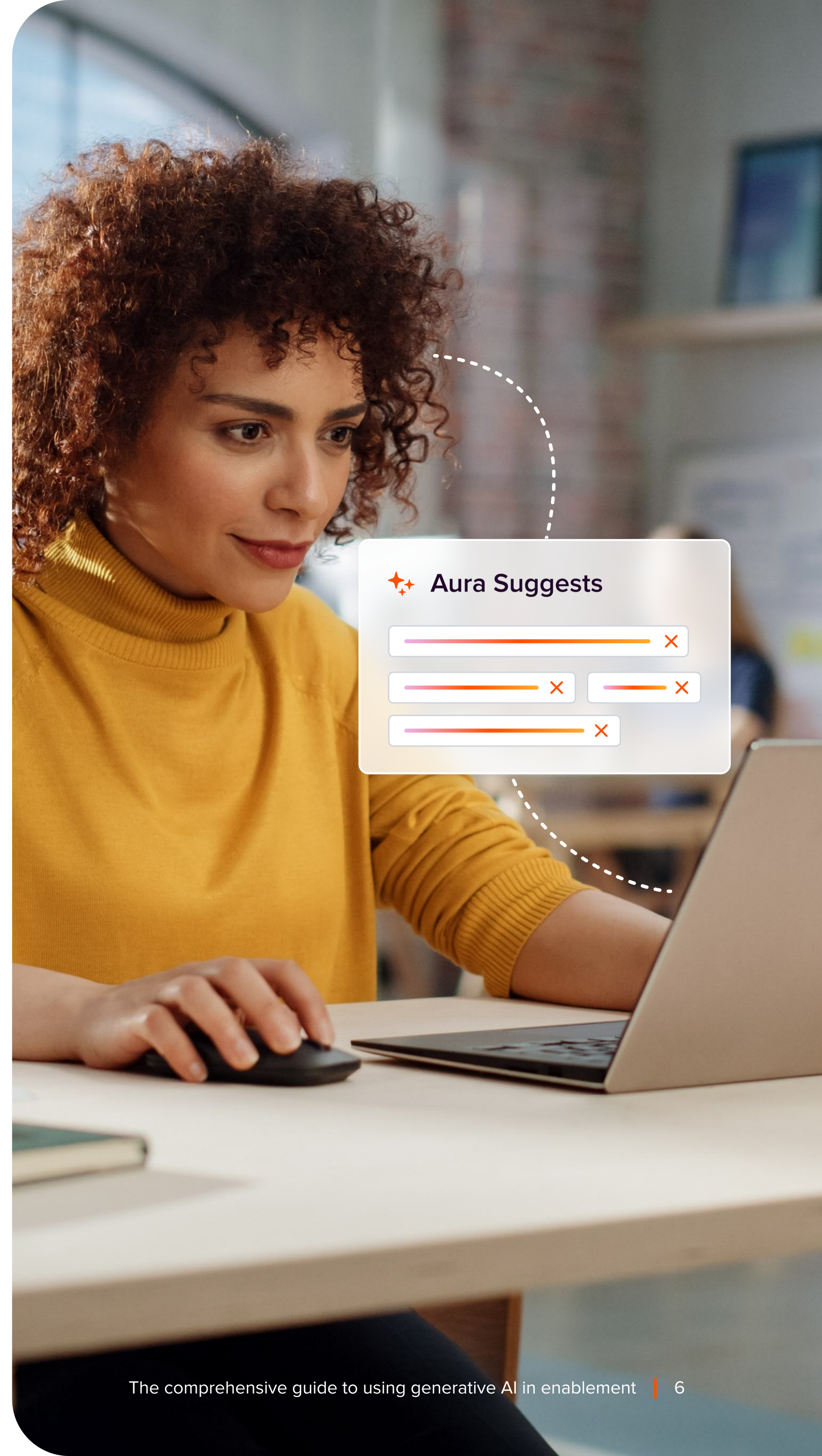
For example, when a content owner uploads a new document to Seismic, they can use Aura Copilot to generate a concise and accurate summary of the document's main points.

This summary can be used as the content description, which helps sellers and buyers understand what the document is about and how it can help them.

Additionally, Aura Copilot can suggest relevant tags for the document, based on the content, the user's profile, and the organization's taxonomy. These tags can include keywords, topics, personas, stages, products, regions, industries, and any other categories that the content owner wants to use. They help sellers filter and search for the most appropriate content for their buyers' needs.

**alteryx**

has tagged **38%** of its content using Aura Copilot suggestions.





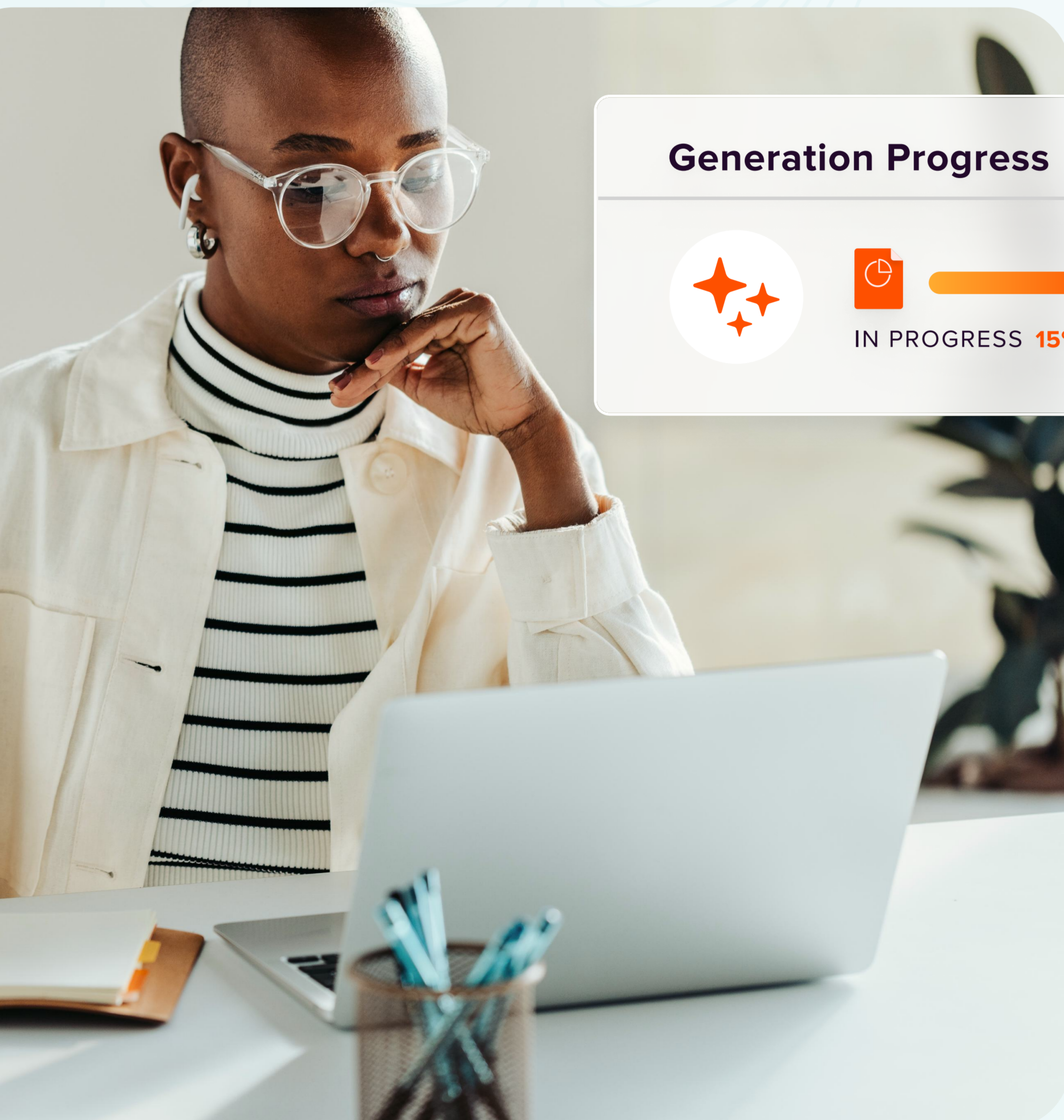
# Create lessons quickly

Enablement teams have to design engaging and effective learning experiences for go-to-market teams. Generative AI can assist in various stages of the lesson creation process.




For example, Aura Copilot can help enablement teams create lessons faster by:

- Creating a new lesson from scratch by uploading an existing document or giving Aura Copilot a prompt.
- Developing questions and answers for quizzes and assessments. Aura Copilot can create multiple-choice, true/false, or short-answer questions based on the lesson and provide explanations for correct and incorrect answers.
- Generating summaries and reviews for lessons. Aura Copilot can create concise and clear summaries of the lesson's main ideas, as well as generate review questions and activities to reinforce the learning outcomes and measure the knowledge retention of the learners.

By using Aura Copilot, enablement teams can save time creating high-quality lessons for sellers and ensure that lessons aligned with the content and the objectives of product launches and sales plays.



**Generation Progress** ▼

IN PROGRESS **15%**

# Plan, present, and follow up on meetings

Meetings are the make-or-break moments in sales cycles but, oftentimes, they're the least visible stage of the buyer journey. GTM organizations and the enablement teams that support them spend countless hours creating and optimizing content, training and coaching sellers, and preparing for meetings, only to receive anecdotal feedback about how they actually work in the field.

Seismic for Meetings goes beyond traditional conversational intelligence tools by giving sellers a centralized, collaborative location to prepare for meetings, present, and follow up with clients.

## Find exactly the right slide, every time

If meetings are the make-or-break moment in a sales cycle, the content you share is high-stakes. In effect, meetings boil down to the slides you share and the conversations they're able to help orchestrate. With AI in enablement, you don't have to guess which slide will resonate with your buyer. AI, powered by data rich insights, can recommend the best slides to share based on persona, industry, opportunity stage and more.

Slide recommendations also help with seller productivity. AI companions help sellers regain time typically spent building decks with time devoted to value-added activities.

Seismic for Meetings is designed with sales, marketing, and enablement teams in mind. Because AI is woven into the fabric of Seismic for Meetings, these teams can see exactly how content performs with buyers and whether enablement efforts translate into behavior changes. This creates opportunities to optimize content and personalize coaching experiences where needed.



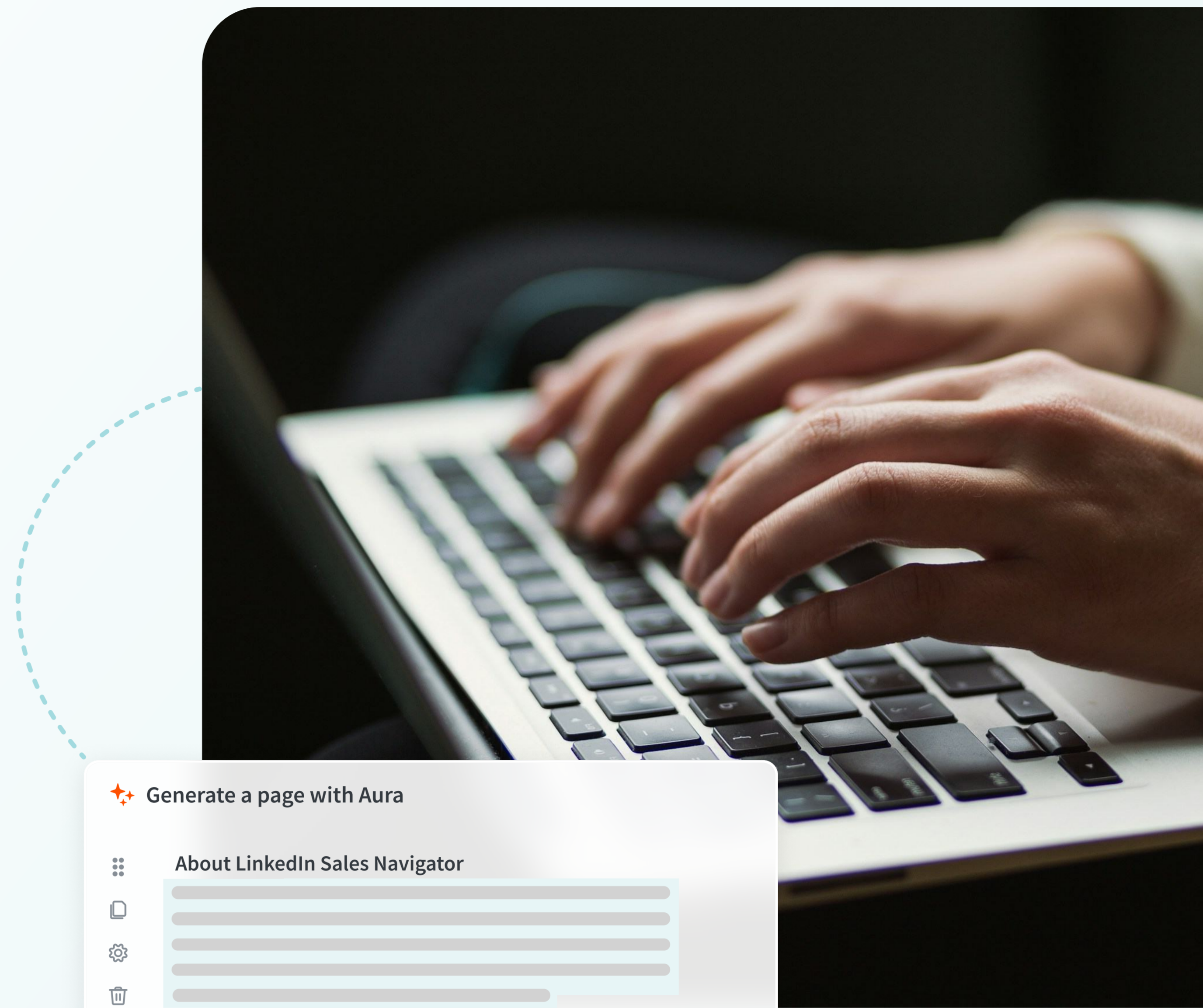


# Writing assistance

Writing assistance helps sellers craft engaging messages for their prospects and customers. It uses natural language generation to provide suggestions for email subject lines, introductions, calls to action, and summaries based on the context of the sales situation and the buyer persona. Writing assistance helps sellers avoid common grammar and spelling errors and use inclusive and neutral language. By using writing assistance, sellers can save time and improve their communication skills with AI-powered feedback and guidance.

**32%**

of enablement users are interested in using AI for content creation and personalization.<sup>4</sup>



Generate a page with Aura

About LinkedIn Sales Navigator

Edit with Aura

Learn more





# Simplify and accelerate lesson creation

Lessons take time and effort to build, design, and review. When enablement teams and learning specialists are launching a new product or initiative, lesson creation may get lost in the hustle and bustle.

Lesson assistance simplifies the process of building learning pathways in Seismic Learning by using AI to generate drafts, questions, and summaries. Use it to:

- Generate draft content for each lesson based on the title, description, and learning objectives
- Suggest questions and answers to test learners' knowledge and comprehension
- Summarize the main points and takeaways of each lesson
- Provide feedback and suggestions to improve the clarity, relevance, and style of lesson content

By using Lesson Assistance, enablement teams and learning specialists can save time and effort, ensure consistency and quality, and deliver personalized and adaptive learning experiences to sales reps.

# Show impact and ROI

Chances are, if you've worked with data, you've found yourself lost while scrambling to put together a report. With generative AI in enablement, you can analyze data quickly – no need to twiddle your thumbs. Simply ask questions about your data to uncover trends and drive smarter sales enablement strategies.

Seismic Aura Copilot's generative analytics works by using natural language processing and generation to understand your questions and provide answers in the form of tables. It leverages the data from your sales enablement platform and other sources to provide insights into content performance, sales readiness, buyer engagement, and more.

With generative analytics, you can:

- Synthesize hundreds of tables in seconds
- Create tables in a click
- Save and see your search history



**You can use natural language queries to explore your data. Here are a few examples:**

- "How many reps completed the Q3 product training?"
- "What are the most viewed content types by industry?"
- "Generate a table of average deal size by region."
- "Fill in the missing values for revenue in this table."



## CONCLUSION

As you have seen, AI can transform sales enablement in many ways. It can help you create engaging and relevant content, deliver personalized and adaptive learning, and generate actionable insights from your data. With AI, you can empower your sales reps to sell smarter, faster, and better.

But not all AI solutions are created equal. You need a vendor that has the expertise, experience, and vision to harness the power of AI for sales enablement. Seismic is the only sales enablement platform that offers end-to-end AI capabilities across the entire sales cycle.

With Seismic, you can leverage the best of both worlds: human intelligence and artificial intelligence. You can augment your existing workflows, processes, and skills with AI-driven automation, optimization, and personalization. You can also trust that your data is secure, compliant, and ethical. And you can enjoy the benefits of a scalable, flexible, and intuitive platform that integrates seamlessly with your existing tools and systems.

If you're ready to take your sales enablement program to the next level, get a demo to find out how we can help you achieve your sales goals with AI.



# 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](#), [X \(Formerly Twitter\)](#) and [Instagram](#).

Get a demo today →

