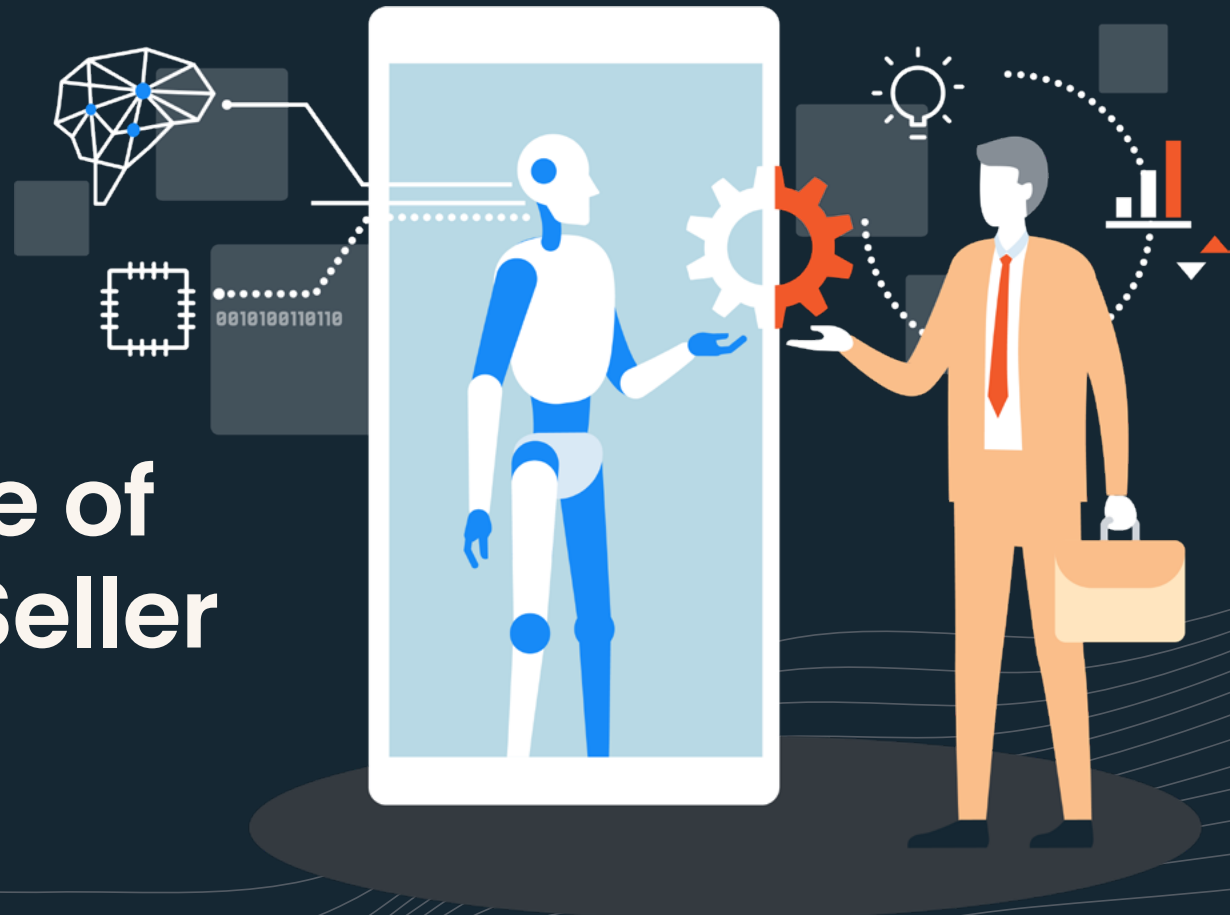


Guide

Glimpse of the Future: A Day in the Life of an AI-Guided Seller



You've heard about AI-guided selling, but you're probably wondering what it will actually mean to you and your sales representatives in your day-to-day lives.

It's not there yet, but AI-guided selling is starting. AI will be omnipresent and proactive. Sellers won't have to go looking for recommendations or advice. It will power the apps and the devices they're already using and provide advice at the particular moment when that advice is most valuable.

Read on to get a glimpse of what the future of selling looks like.





Jill is on her mobile phone looking up a contact's number in her CRM.

A notification appears on her phone,



"Remember, this buyer's daughter was getting married on April 12th."

Jill calls the contact and immediately congratulates her buyer and asks how the wedding went.

Benefit:

Personalize conversations and customer touchpoints.





Nigel is scheduling a follow-up meeting with a prospect's team.

Integrated with email and the CRM, the underlying AI platform identifies the roles of the team members Nigel has invited.

A notification pops up,



"I have suggestions for slides to include in your presentation based on the attendees' technical depth and likely role in the purchase decision. Would you like to see them?"

Nigel says yes and clicks the link provided. It goes to the sales content platform where he reviews the proposed slides—which the underlying AI technology has updated with the customer's industry, org size, and region information. He chooses two of them to add to his presentation for the meeting.

Benefit:

Deliver the right content for every context to capture every revenue moment.



Haden has a meeting on the calendar today with a particular prospect.

As he checks his calendar, a notification appears.



“Pssst. I have relevant information about the prospect’s LinkedIn activity. Would you like the details?”

Haden requests more information.



“The prospect, Bill, has been asking questions in LinkedIn discussion groups about how your product features compare with those of your biggest competitor. Here’s some relevant content on that topic.”

Haden clicks to review the content Marketing has created and selects an ebook and a slide to have handy at the meeting. They are seamlessly attached to his materials list.

Benefit:

Leverage information from multiple channels to deliver key insights when they are most useful.





Cassandra's online meeting is nearing its end.

A private notification pops up in Zoom with next best steps.



“Based on deals won from similar companies to this one, I’d recommend that your next meeting include the IT department. There’s a questionnaire on IT requirements that you can send ahead of time to jump-start the conversation.”

Cassandra immediately suggests this as a next step and the client readily agrees that now is a good time to involve IT.

Benefit:

Use historical data in real-time for predictive recommendations that accelerate ongoing sales cycles.





AI-guided selling brings significant benefits to your sellers by:

- Proactively providing recommendations based on past engagements, similar buyers, and interests specific to each contact.
- Empowering sellers to more effectively engage with buyers and at the right time.
- Keeping sellers up-to-date without having to do excessive coaching and training, by delivering the latest playbooks, engagement history, and content.

The better prepared your sellers and organizations are for the new world of AI-guided selling, the more benefits you'll reap. To get ready, read **Preparing for AI-Guided Selling: A Roadmap for Forward-Thinking Businesses**.

[Read whitepaper](#) →

About Seismic

Seismic is the industry-leading sales enablement and digital sales engagement solution, aligning go-to-market teams and empowering them to deliver engaging buyer experiences that drive growth. Seismic's Storytelling Platform™ delivers innovative capabilities for marketers to orchestrate content delivery across all channels, and for sellers to engage with prospective buyers in a compelling, resonant manner at every step of the buyer journey. More than 700 enterprises including IBM and American Express have made Seismic their sales enablement platform of choice. The Seismic Storytelling Platform™ integrates with business-critical platforms including Microsoft, Salesforce, Google and Adobe. Seismic is headquartered in San Diego, with offices across North America, Europe, and Australia.

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