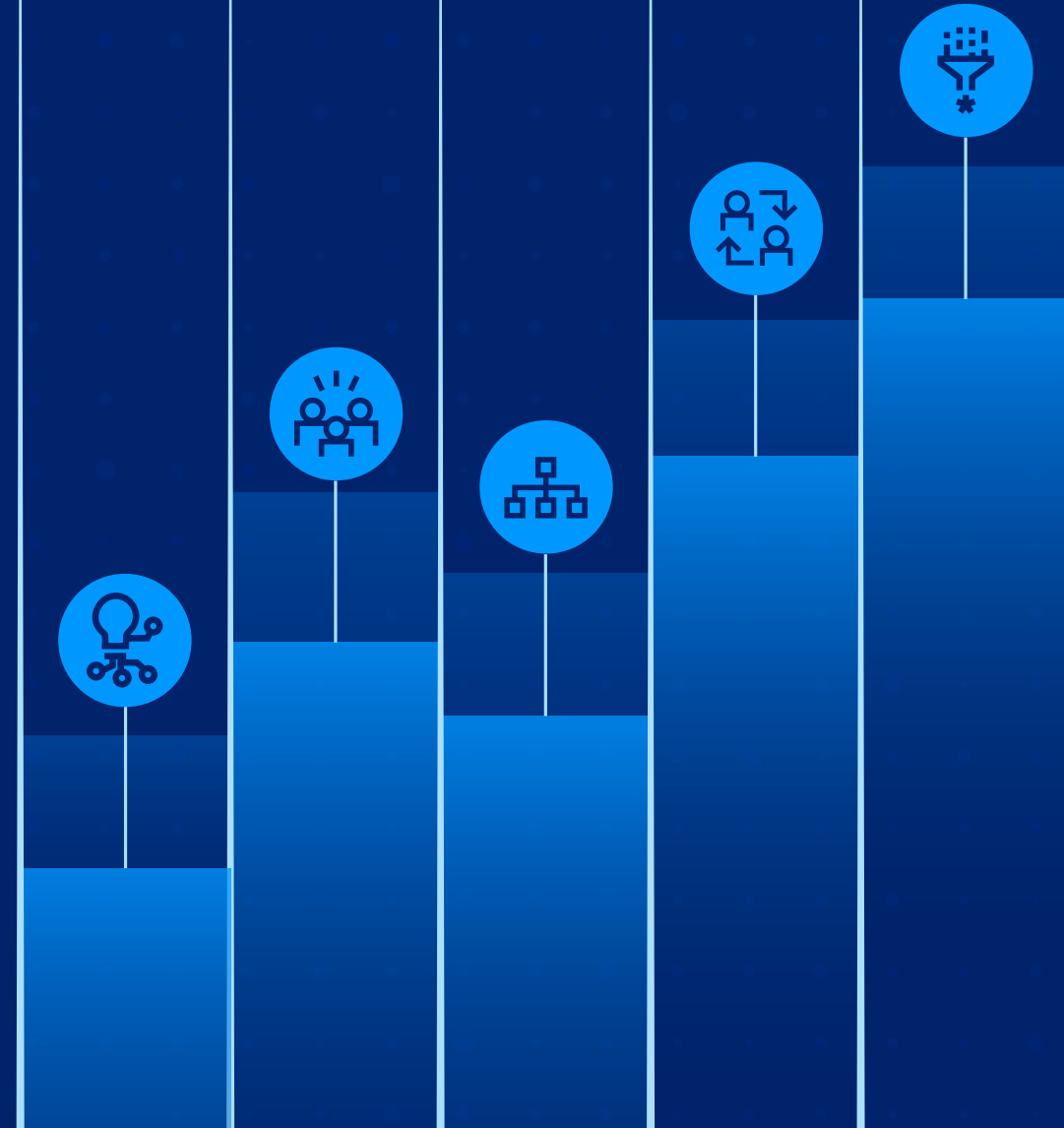


5 AI Use Cases to Improve Sales Productivity and Performance



5 sales AI use cases improving productivity now





1 Account and buyer intelligence

What it is



AI research across many data sources, guiding sellers with intel and recommendations.

- First- and third-party data
- Data workbench
- Custom data points
- Deep research
- Enrich CRM and data lakes
- MCP for AI assistants

Why it works



- Figure out how top sellers analyze
- Recycle knowledge into AI instructions
- AI scans data and turns it into actionable insights
- AI can develop a point of view and embed it into the flow of seller work

Outcomes



- **4x win rates** on qualified accounts
- ACV **increased up to 191%** with value intelligence
- Sales cycles **shortened by 20% to 40%** using intent data
- CAC **reduced by ~50%** through AI account prioritization

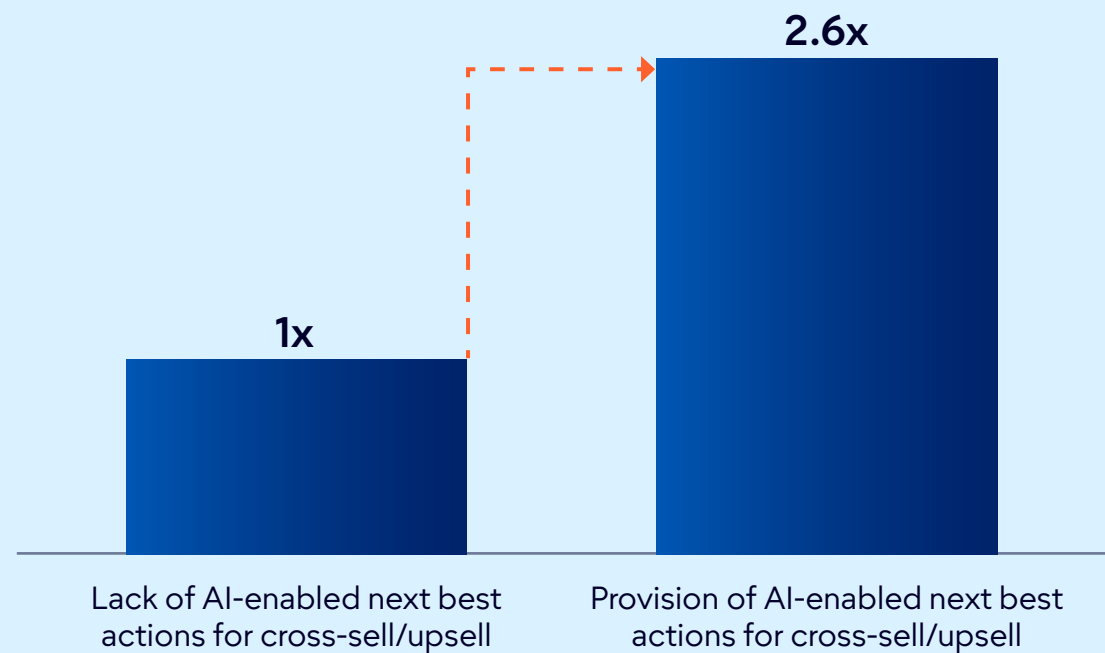
Note: The outcomes depicted on this slide represent an aggregate analysis of the results vendors shared online about their customers' results. Gartner has not independently verified these claims, and results may vary.



Account and buyer intel: A means to pipeline

Likelihood of commercial growth

By provision of AI-enabled next best actions



n = 172 CSOs and sales executives
Source: Gartner



Do: Figure out where specific context about a customer's business lives; aim for next best actions.



Don't: Overthink getting started. Deep research is a great place to start.

2 Lead management



What it is



A combination of agentic AI and automation to qualify inbound prospects and schedule meetings digitally:

- AI avatars
- Voice AI
- Email agents

Why it works



- Voice and video open up natural language conversations
- Email works when it's all about timing and polite persistence
- Eliminates human latency involved in inbound qualification
- AI handles basic qualification, filtering and routing

Outcomes



- **91% more** meetings booked within two months of deploying SDRs
- Achieved a **50%** chat-to-meeting **conversion rate**
- **135% month-over-month** lead growth
- **6x SDR efficiency** when AI handles inbound leads

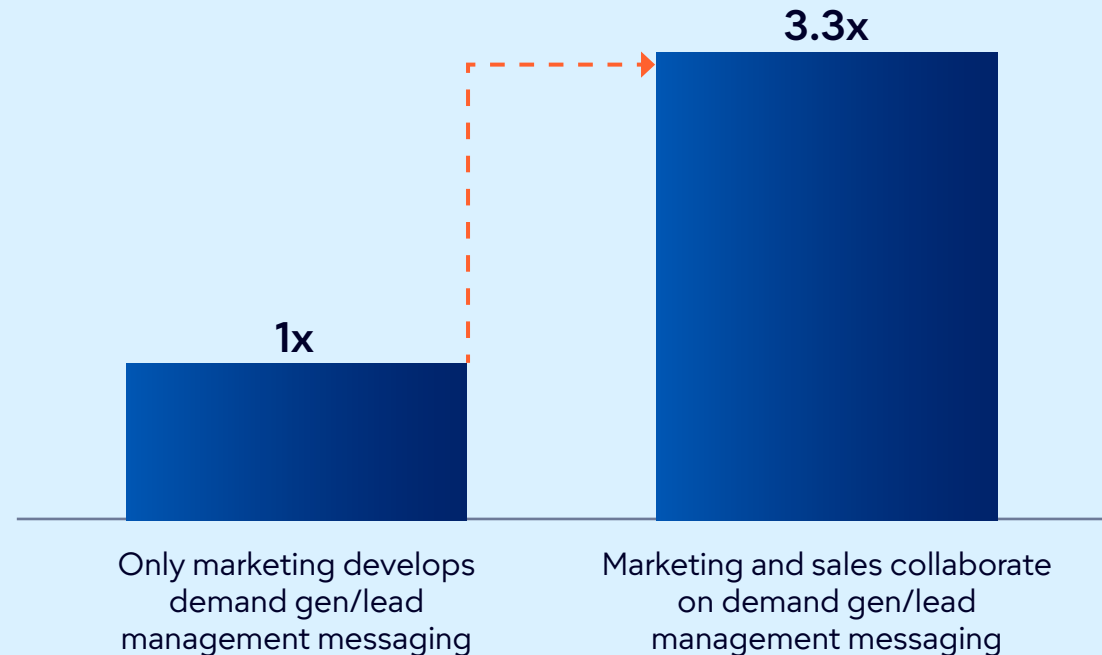
Note: The outcomes depicted on this slide represent an aggregate analysis of the results vendors shared online about their customers' results. Gartner has not independently verified these claims, and results may vary.



Lead management: Another means to pipeline

Likelihood of high conversion rates (SQL to closed-won)

By marketing/sales development of messaging



n = 90 executive/senior marketing and sales leaders
Source: Gartner



Do: Partner with marketing to implement this technology; they might even fund it!



Don't: Invest without lead routing automation infrastructure.

3 Deal orchestration



What it is



Analyzes deal signals, interprets levels of risk, recommends actions and enables execution. Focus on:

- Stakeholder mastery
- Deal momentum
- Guided execution
- Can be configured with company product and SME knowledge

Why it works



- AI extracts data via advanced activity intelligence, automating the boring administrative work reps avoid
- AI-guided actions based on deal risks and winning sales plays
- Spots opportunities to engage large buying teams
- Enables complex team selling to align on deal intel faster

Outcomes



- **77% more revenue** generated when sellers frequently use AI
- **50% increase** in average deal value
- **53% fewer** activities across deals
- **22% higher** meeting-booking rate on AI-prioritized queues

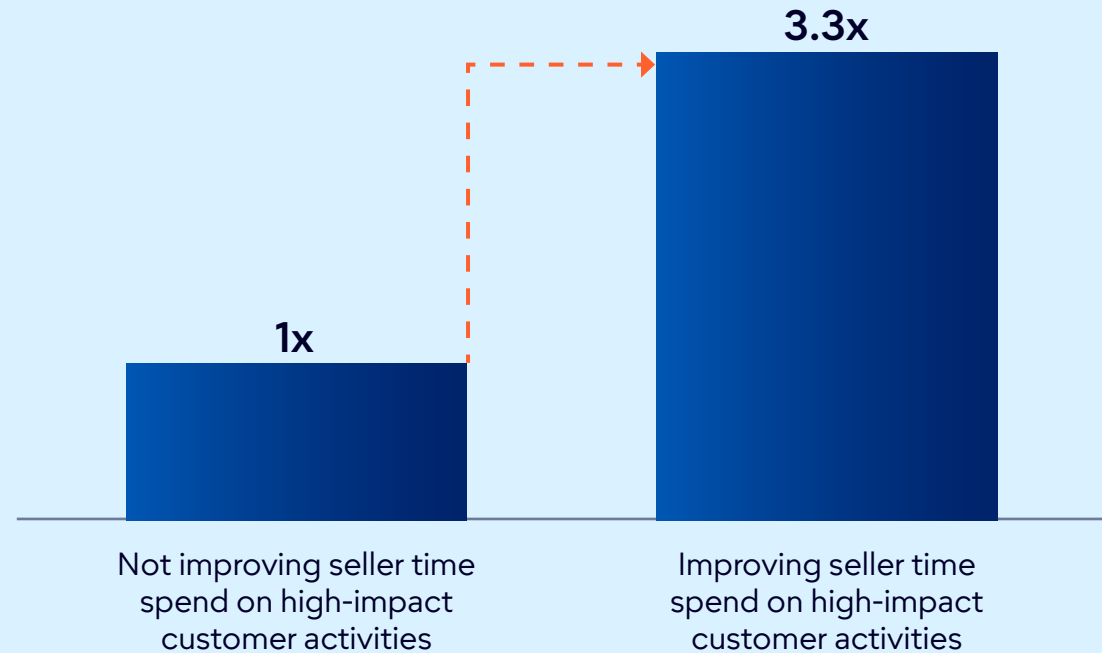
Note: The outcomes depicted on this slide represent an aggregate analysis of the results vendors shared online about their customers' results. Gartner has not independently verified these claims, and results may vary.



Deal orchestration: Raise execution standards

Likelihood of exceeding revenue growth targets

By improving seller time spend

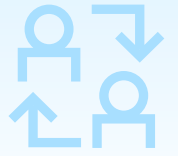


n = 201 CSOs and sales executives
Source: Gartner

✓ **Do:** Invest in advanced activity intelligence. Augment deal orchestration with access to AI assistants with SME knowledge.

✗ **Don't:** Overlook frontline resistance to AI recording calls and capturing emails. But don't let that be a reason not to invest either.

4 Sales coaching



What it is



- AI-powered feedback loop that identifies skill gaps and win-rate blockers
- Guides managers with data-driven coaching advice

Why it works



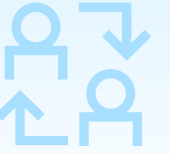
- Accelerates the frontline manager decision-making process of what to talk to sellers about

Outcomes



- **55% reduction** in seller onboarding ramp time
- **21% improvement** in seller performance
- **14% improvement** in opportunity progression through the sales cycle
- **25% increase** in lead-to-opportunity conversion rate

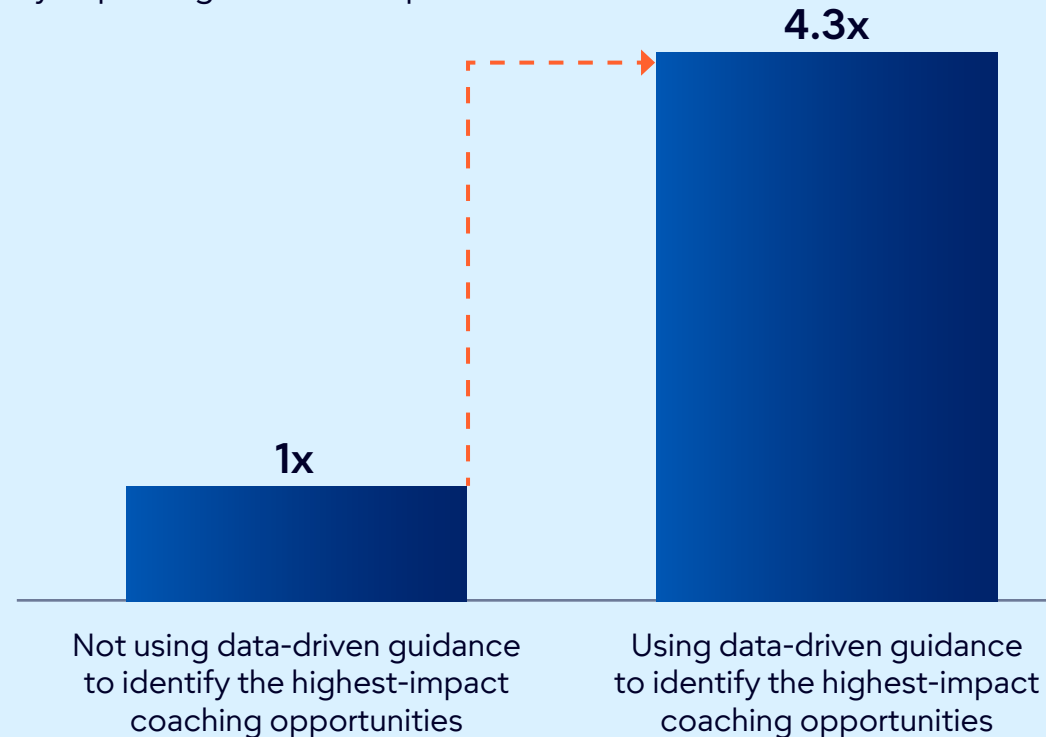
Note: The outcomes depicted on this slide represent an aggregate analysis of the results vendors shared online about their customers' results. Gartner has not independently verified these claims, and results may vary.



Sales coaching: Leverage in plain sight

Likelihood of exceeding revenue growth targets

By improving seller time spend



n = 229 CSOs and sales executives
Source: Gartner

- ✓ **Do:** Put time into enabling AI with semantics so GenAI can explain what the data is saying.
- ✗ **Don't:** Go big without buy-in from the CSO to hold frontline managers accountable for coaching.

5 Pipeline and forecast management



What it is



- AI deal scoring, deal risk flags and AI forecast predictions introduced new rigor to the management operating rhythm
- Uses a composite of AI techniques to deliver automated, predictive, generative and agentic capabilities
- Based on data from multiple sources, including CRM systems, data lakes and activity intelligence

Why it works



- Shift from dashboard checking to proactive interrogation
- Natural language queries help answer follow-up questions quickly
- Accelerates the management process of finding hidden risks

Outcomes



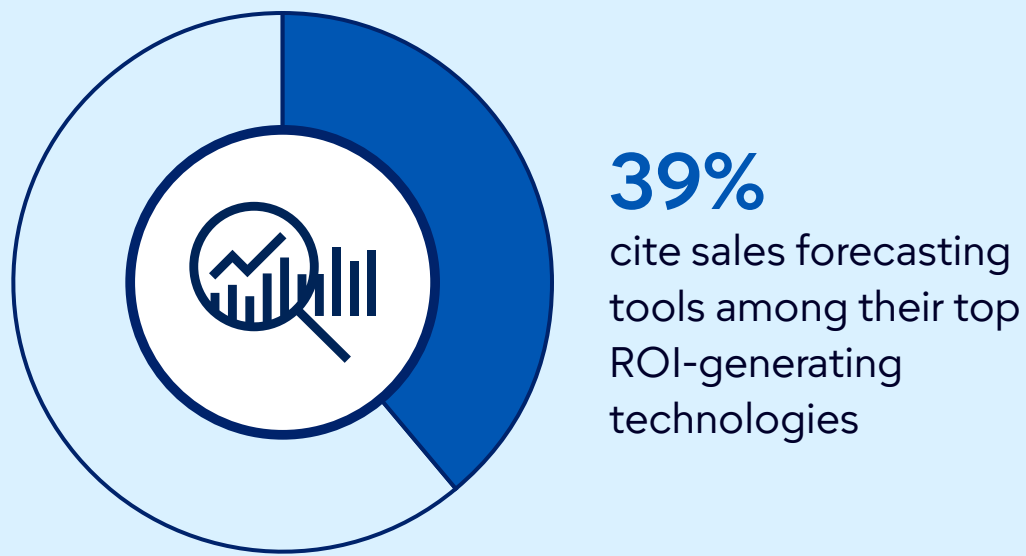
- Achieved **97% forecast accuracy**
- **20% reduction** in time to close for new-logo deals
- **14% improvement** in opportunity progression through the sales cycle
- Average of **~20 hours saved** per week on manual tasks

Note: The outcomes depicted on this slide represent an aggregate analysis of the results vendors shared online about their customers' results. Gartner has not independently verified these claims, and results may vary.



Pipeline and forecast management: Accountability and performance culture

Sales forecasting tools among high ROI generators
Percentage of respondents



n = 229 CSOs and sales executives
Source: Gartner

- ✓ **Do:** Instrument the inputs of engagements, not just the outputs.
- ✗ **Don't:** Invest without upgrading the management operating rhythm to use new metrics.

Actionable, objective insights

Explore these additional complimentary resources and tools for sales leaders:

 Webinar 5 AI Use Cases Delivering Measurable Sales Productivity Gains and Performance Learn how leading organizations use AI to improve decisions. Watch Now	 Tool Gartner AI Use Case Insights Learn how to identify and prioritize AI opportunities that drive measurable sales impact. Get Started	 Template Sales Strategy Template for CSOs and Heads of Sales Communicate a clear action plan, align stakeholders, track progress and achieve goals. Download Now	 Tool Accelerators Accelerate strategic goals with curated tools that boost seller productivity and drive sales success. Learn More
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