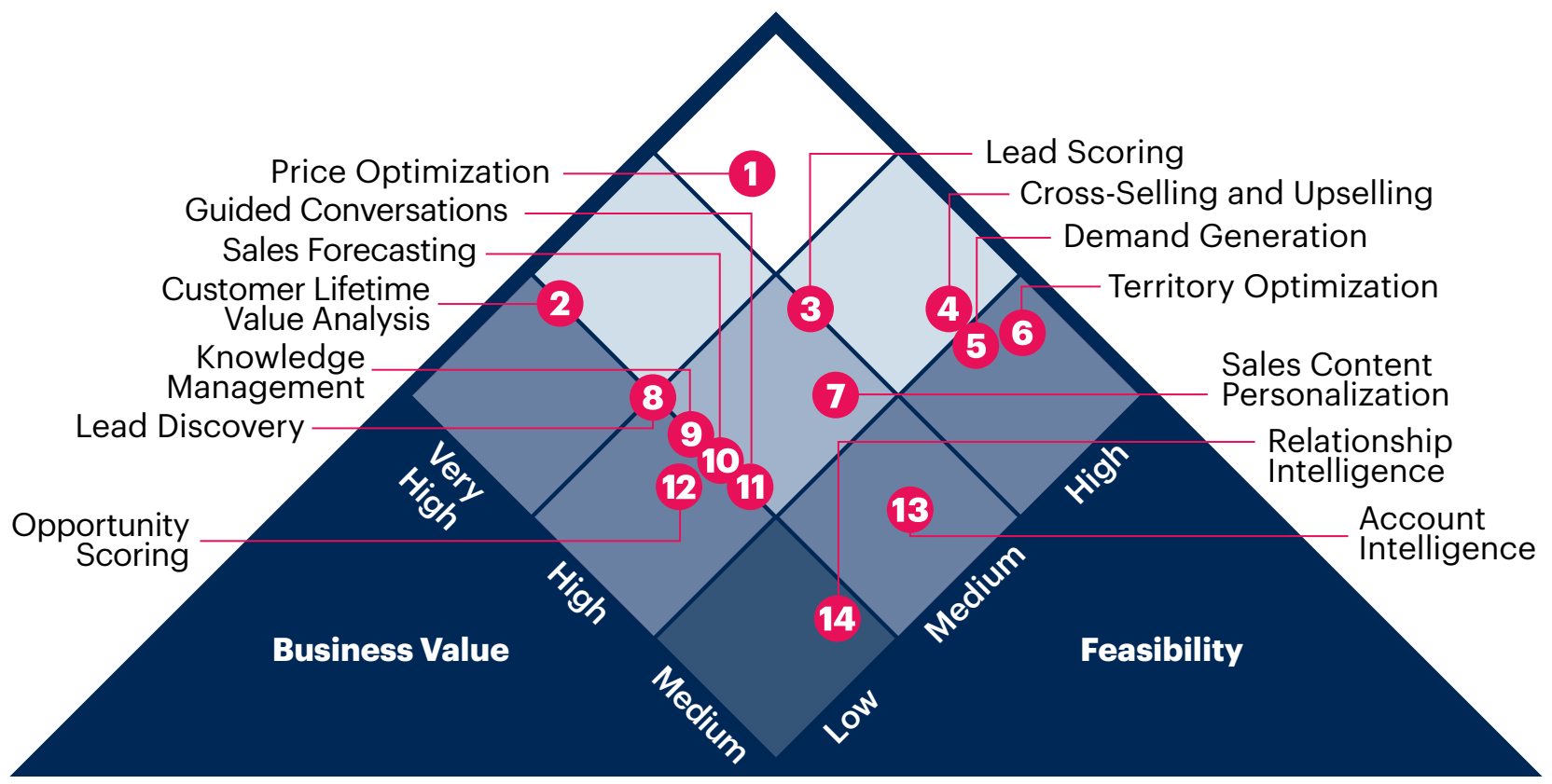
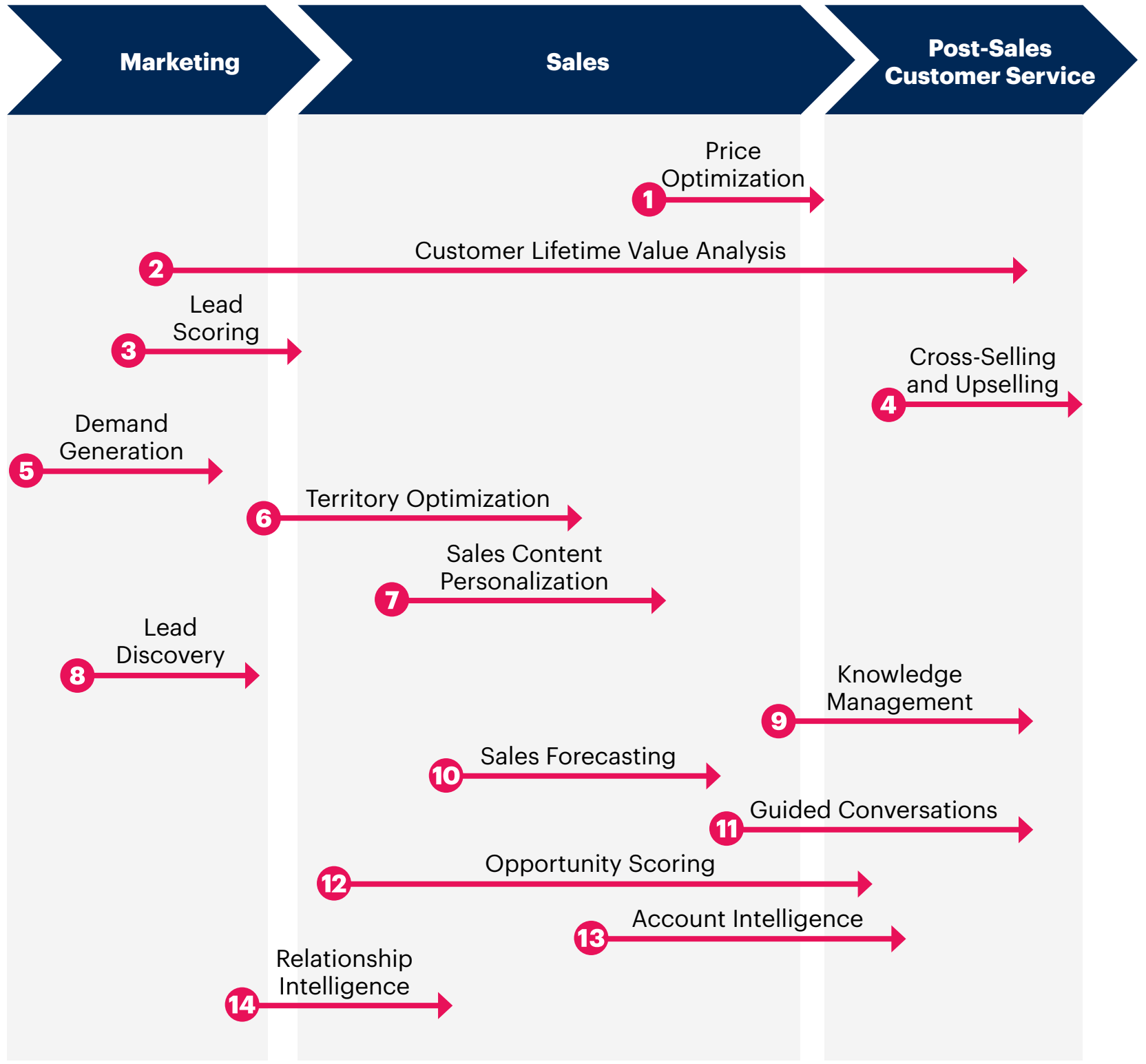


# AI Use Case Prism for B2B Sales



Note: Low business value does not have any business use cases, so it does not appear.



	Business Value			Feasibility	
	Cost Efficiency <sup>1</sup>	Revenue Growth <sup>2</sup>	Business Viability <sup>3</sup>	Technology Maturity <sup>4</sup>	External/Organizational Factors <sup>5</sup>
1 Price Optimization	●●●●	●●●●	●●●●	●●●	●●●
2 Customer Lifetime Value Analysis	●●●●	●●●●	●●●●	●●	●●
3 Lead Scoring	●●●	●●●	●●●	●●●	●●●
4 Cross-Selling and Upselling	●●●	●●●	●●	●●●	●●●
5 Demand Generation	●●	●●●	●●	●●●	●●●
6 Territory Optimization	●●	●●	●●●	●●●	●●●
7 Sales Content Personalization	●●●	●●	●●	●●	●●
8 Lead Discovery	●●●	●●●	●●●●	●●	●●
9 Knowledge Management	●●●	●●●	●●●	●●	●●
10 Sales Forecasting	●●●	●●	●●●	●●	●●
11 Guided Conversations	●●●	●●●	●●	●●	●●
12 Opportunity Scoring	●●●	●●●	●●●●	●	●●
13 Account Intelligence	●●	●●	●●●	●●	●●●
14 Relationship Intelligence	●	●●	●●●	●	●

<sup>1</sup> Includes operational efficiency  
<sup>2</sup> Includes additional revenue streams  
<sup>3</sup> Includes investments for sustainable business transformation  
<sup>4</sup> Includes requirements for acquiring data of sufficient quality and quantity  
<sup>5</sup> Includes legal and ethical considerations, stakeholder adoption, available skills and infrastructure readiness

● Low  
 ●● Medium  
 ●●● High  
 ●●●● Very High

- 1 Price Optimization**  
Uses AI to suggest optimal pricing for every deal.
- 2 Customer Lifetime Value Analysis**  
Provides customer health scores for all kinds of activities (e.g., churn, upselling).
- 3 Lead Scoring**  
Uses ML models to predict conversion likelihood, to prioritize sales leads.
- 4 Cross-Selling and Upselling**  
Uses ML to identify new business opportunities for existing customers.
- 5 Demand Generation**  
Identifies new prospect segments from known characteristics of known segments.
- 6 Territory Optimization**  
Produces a balanced set of territories, based on geographic, account and product data.
- 7 Sales Content Personalization**  
Uses ML algorithms to recommend personalized content to sellers for nurturing customers.
- 8 Lead Discovery**  
Uses AI to automate routine business conversations and provide better lead qualification.
- 9 Knowledge Management**  
Uses ML models to surface relevant information to sellers for managing customer requests better and faster.
- 10 Sales Forecasting**  
Uses AI to predict sales forecasts based on historical data and seasonalities.
- 11 Guided Conversations**  
Uses NLP to uncover customer sentiments and helps in guiding customer conversations.
- 12 Opportunity Scoring**  
Uses AI to predict win probabilities by sales stage for prioritizing next steps.
- 13 Account Intelligence**  
Uses AI to recommend curated content about the prospects/clients based on current news feeds.
- 14 Relationship Intelligence**  
Uses AI to identify and suggest relevant business contacts within the seller's social network.