# Transforming sales with GenAI

Embrace the technology inflection point

The sales landscape is at an inflection point when it comes to the transformative possibilities of Generative AI (GenAI). Many sales leaders are taking note of the power it can lend to accelerate revenue growth, streamline sales processes at scale, enable sales, and strengthen the customer experience via personalization.

GenAI is still in early stages, but that is changing as adoption of the technology skyrockets. However, it is important to evaluate which applications and use cases of GenAI can bring the most value for your brand—rather than which are most popular or headline-generating. Today's leaders should first put the right foundations in place, and only integrate this complex technology once they are truly AI-ready.

So, where should sales organizations who want to get AI-ready begin? Shifting from ideation to execution requires careful decision-making in **three key areas.**

*1*
### Where do we want to go?
Define the broader GenAI ambition and how it connects with your go-to-market strategy.
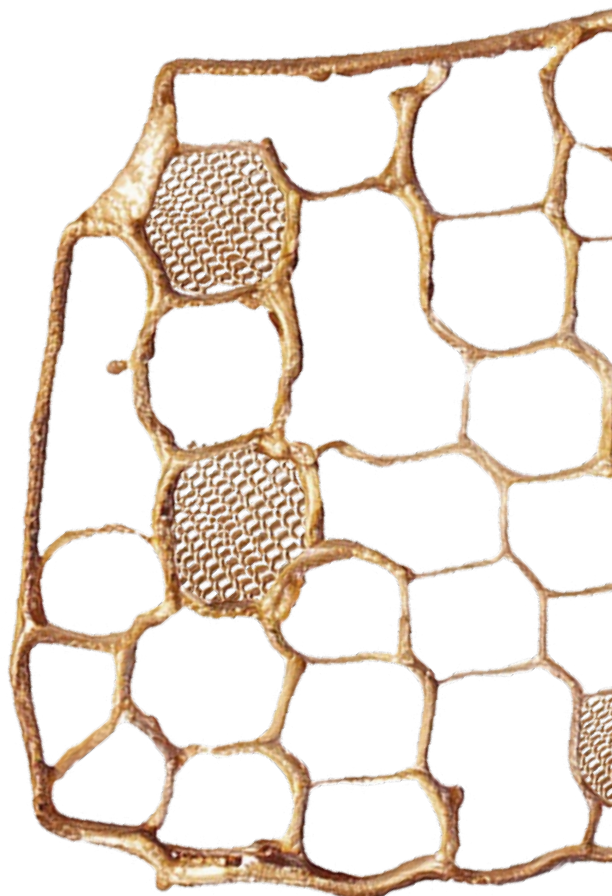
*2*
### What should we consider to get there?
Assess organization readiness and prepare for impact across functions from implementing GenAI capabilities.

*3*
### How do we get started?
Evaluate GenAI use cases that will bring the most value to your customers and prioritize those with the greatest expected benefit for the organization.

Once these questions have been answered and a sales organization feels ready to implement GenAI solutions, **a number of potential use cases present themselves.**

Both customers and sellers can see potential benefits across stages of the buyer journey including discovery, evaluation, purchasing, management, and more.

## Potential GenAI Benefits

| *BUYERS* | | *SELLERS* |
|---|---|---|
| **DISCOVERY** | • Propose tailored, optimal product/service mixes<br>• Power self-service experiences to support initial exploration | • Automate lead prioritization and customer segmentation/profiling<br>• Use voice-to-text to transcribe meetings, update the CRM, and prompt follow-up actions |
| **EVALUATION** | • Generate personalized, timely communications for customers<br>• Support self-serve trials with a digital assistant | • Auto-configuration of trial licenses<br>• Recommend next best actions and strategies to mitigate leakage |
| **PURCHASE** | • Use customer profile to generate pricing/discounts<br>• Provide customers visual quotes | • Collate and quickly surface content to build proposals tailored to a customer's needs<br>• Guide sellers to create customer quotes, including product/pricing recommendations |
| **MANAGEMENT** | • Propose ways to optimize the use of products/solutions<br>• Power digital assistants and escalate to live help when needed | • Track sold capacity usage/terms<br>• Propose actions based on predictive usage analytics |

As sales leaders evaluate potential use cases for GenAI, they should consider not only business value, but also its implementation feasibility and potential impact on brand trust. Aligning resources across your organization to ensure that you are AI-ready is essential. Priority sales use cases blend viability, feasibility, and trustworthiness all at once.

Below are some questions to ask yourself
before implementing GenAI:

| | | |
|---|---|---|
| ***VIABLE*** | *1* | Does it enable more personalized experiences for customers? |
| | *2* | Does it present opportunities to save costs and/or drive growth? |
| | *3* | Does it add value to the sales organization? |

| | | |
|---|---|---|
| ***FEASIBLE*** | *1* | How complex is it to implement? |
| | *2* | Do we have the existing capabilities and resources across people, process, data, and technology to deploy and scale AI effectively? |

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|---|---|---|
| ***TRUSTED*** | *1* | Will the trust of our employees and customers be impacted? |
| | *2* | Have we established ethical safeguards to ensure compliance with legal and regulatory policies? |

## GET IN TOUCH

As a leader in the market for sales transformation projects, we understand the personalization and scaling potential of GenAI tools. Learn more about what Deloitte Digital's sales transformation and GenAI implementation capabilities can do for your organization by getting in touch to the right.

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