

Building an AI Sales Playbook?

Start with a Data Strategy.

WHY CARE?

85% of Funded AI Projects Fail!

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81% Data Quality Problems i.e. incomplete, inconsistent

93% Lack of Relevant Data i.e. data inavailability or accessibility

85% No Team Expertise to manage AI tools, mitigate bias, or drive operationalization

CHALLENGE

75% of Sales Orgs Plan on AI-Playbooks, yet

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60% Sales Leaders cite **Poor Data Quality** as barrier to adoption

70% Of Sales Reps are **Hesitant to rely on AI outputs**

And AI-enhanced playbooks often remain **static, generic, or compliance-driven**, failing to adapt to real-time context

Don't think AI. Think Data & Trust First.

→ Clean and unify data across systems
BEFORE enabling AI

→ Enhance transparency & training to
build rep trust and adoption

→ Embed **AI-Playbooks** in workflows
so they adapt contextually, not just
echo policies

Where Strategy Leads, Impact Follows

20% Sales ROI boost when coupled with strong data and exe practice

83% Of AI-enabled Sales Team report revenue growth

1.4% Avg. Revenue Growth when using AI Playbooks over peers

Transform Strategy into Execution

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→ Start with **Data Readiness**. Audit, standardize, and integrate siloes

→ Design **Dynamic, Context-Aware Playbooks** on signals, not rules

→ Build **Trust through Transparency and Enablement**. Listen and engage reps early on, incorporate feedback

YOUR VOICE

Have you launch AI Sales Playbooks in your org?

What's worked (or hasn't)?