HOW SALES PROFESSIONALS ARE USING AI

1. Writing prospecting messages.

Thanks to AI, the days of generic emails and LinkedIn messages are over. Now, salespeople can leverage AI tools to write the perfect prospecting message — one that is personalized, compelling, and highly relevant. In fact, 31% of sales professionals already use AI for this purpose.

First, let's talk about personalisation. AI can bring personalisation to a whole new level by analysing information about your prospects from a variety of sources, including past email exchanges, social media posts, news articles, press releases, and more.

These insights can give you a more well-rounded picture of your prospects, paving the way for more personalized messages that resonate.

On top of that, AI tools learn from past interactions, meaning they get "smarter" with more data. For instance, these tools can analyse your previous emails to determine which subject lines (or CTAs) generate the highest open rates. Then, it will adjust its recommendations based on this data.

Of course, it's not just what you say but *how you say it*. A good prospecting message is clear, concise, and persuasive. AI-writing tools — like Jasper and Grammarly can give salespeople real-time suggestions to optimise their messages for tone, grammar, and structure.

2. Automating menial tasks.

If you're in sales, you know that non-selling activities are a huge time sink. For example, you might be stuck entering data into your CRM, scheduling (and then re-scheduling) meetings, and writing sales collateral.

While these tasks are important, they often pull salespeople away from what they do best — selling. That's where AI comes in.

A staggering 79% of salespeople using AI say it allows them to spend more time selling. These tools can help with the following:

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- Data entry: to help you add contacts, create reports, and retrieve information.

- Email automation: to help you draft personalized emails, create subject lines, and send emails at optimised times.

- Calendar management: to help you schedule meetings, send reminders, and sync your calendar with other team members.

- Lead scoring: to help you analyse prospects and identify high-potential opportunities.

- Sales forecasting: to help you analyse historical performance, customer behaviour, market trends, and external factors and create accurate forecasts.

For instance, with HubSpot's ChatSpot, you can ask it to pull a report, draft an email, or add a contact to your CRM. Ultimately, this enables you to get the job done in fewer steps.

3. Gaining data-driven insights.
The act of selling produces a lot of data — from email chains and sales calls to lead information and scoring. More often than not, it's up to sales teams to make sense of all that data – until now.
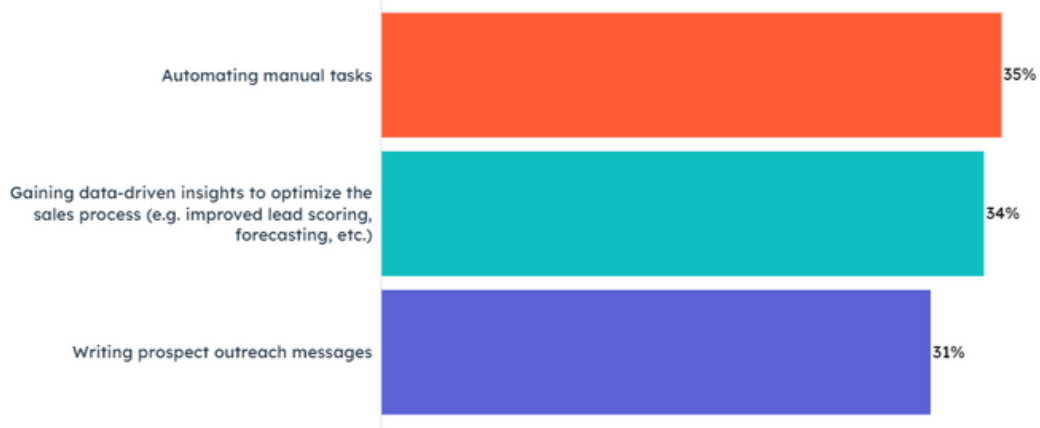34% of salespeople using AI say it offers data-driven insights. Using AI-powered tools, sales teams can sift through vast volumes of data, uncover patterns, and extract actionable insights. As a result, salespeople have more time to focus on strategy.
What's more, AI can analyse customer interactions, identify buying patterns, and predict future behaviours to help salespeople prioritize leads and personalize their outreach. In this way, AI acts as a valuable assistant, giving you the right information to help you make decisions and enhance your overall sales efforts.
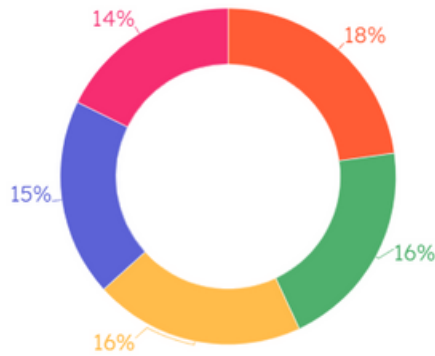
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What do sales pros use AI/automation for? [Top 3]

Among B2B sales pros using AI/automation

Automating manual tasks	35%
Gaining data-driven insights to optimize the sales process (e.g. improved lead scoring, forecasting, etc.)	34%
Writing prospect outreach messages	31%

The most popular use cases for generative AI among sales pros

- Content creation
- Prospect outreach
- Research
- To learn how to do things
- Data analysis/reporting

18% — Content creation
16% — Prospect outreach
16% — Research
15% — To learn how to do things
14% — Data analysis/reporting

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